

The NATIONAL UNDERWRITER

Life Insurance Edition

LOOK AT THIS FOR LOW COST!

SELECT ORDINARY INSURANCE

\$5,000 Policy Illustrations — Age 35

Effective May 1, 1954. Minimum sum insured \$3,000.

Disability Waiver of Premiums also available at new low cost.

	LIFE PAID UP AT AGE 85	20 YEAR PAYMENT LIFE	20 YEAR ENDOWMENT	AGE 65 PERSONAL SECURITY (c)
ANNUAL PREMIUM	\$ 138.95	\$ 196.45	\$ 258.75	\$ 178.10
20 YEAR SUMMARY (a)				
Premiums	2,779.00	3,929.00	5,175.00	3,562.00
Accumulated Dividends (b)	1,087.40	1,216.30	1,271.95	1,147.45
Cash Value	1,866.35	3,308.45	5,000.00	2,890.20
Return over Cost if Surrendered	174.75	595.75	1,096.95	475.65
20 Year Average Return over Cost per \$1,000	1.75	5.96	10.97	4.76

(a) Figures involving dividends apply to policies issued on or after May 1, 1954 and are not guaranteed but are merely illustrations based upon current experience.

(b) Accumulated dividends (including settlement dividend payable only upon surrender).

(c) Endowment maturing at age 65.

Get full information from your local John Hancock office

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

FRIDAY, AUGUST 27, 1954



THE CLIENT—The high average policy means that Home Life clients are seeing their problems of family security more clearly and solving them more realistically. Through "Planned Estates," they are helped to recognize that someone always pays for life insurance that is needed whether it is purchased or not. It is just a question of who pays for it and when.



THE FIELD UNDERWRITER—Generally more than 30 hours are devoted to each Planned Estate by the Field Underwriter and the Company. The high average policy helps the Home Life Field Underwriter to offer this degree of service whether the client eventually purchases life insurance or not.

3 viewpoints on the high average policy

For 17 consecutive years, according to *Life Insurance Courant*, Home Life's average new ordinary policy has been the highest in American life insurance (\$11,487 in 1953).

Naturally we are proud of this record and again extend congratulations to the entire Home Life field organization for its continuing accomplishment.

Since the high average policy is not at an end in itself, just what is its significance? Here are three views of its *real* importance—to Clients, Field Underwriters and Company.

HOME LIFE INSURANCE COMPANY 256 Broadway, New York 8, New York

W. P. Worthington
President

J. H. Evans
Vice Pres. & Mgr. of Agencies



THE COMPANY—Since the expenses of underwriting, issuing, premium collection, accounting and even check-writing (shown above) are much the same with each policy regardless of size, business in larger-size units results in considerable savings to both the Company and its policy-owners.

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

58th Year, No. 35
August 27, 1954

Metropolitan Will Administer Federal Employee Group Plan

Eligible Insurers Agree on Single-Company Handling But Many Will Reinsure

WASHINGTON—Metropolitan Life has been selected as the "direct-writing" company for the federal government employees' group life insurance program that goes into effect Aug. 28. About 250 companies are entitled to participate as reinsurers. There are eight life companies that have 1% or more of the total group business in force in the United States and that would hence be eligible under the recently enacted statute to participate as direct writers.

However, the civil service commission said that at a meeting the representatives of the eight insurers and American Life Convention and Life Insurance Assn. of America agreed that a single company rather than a coalition of companies should be named to administer the program. It was the group's consensus that this would provide for simpler administration.

As a result, the commission chose Metropolitan Life "solely on the basis of its being the largest company" in the group life field. The plan will be administered at the "office of federal employees group life," at the Metropolitan home office, staffed by Metropolitan employees.

Civil Service Commission Chairman Young pointed out that Metropolitan "will have no advantages in connection with sharing the underwriting of the insurance." The act provides for a formula for determining the percentage of the business to be allocated to each reinsuring company. The formula "is purposely weighted in favor of middle-sized and smaller insurance companies," Mr. Young said.

Eligible employees will be covered starting next Sunday. That is, any eligible employee who has not requested exclusion will be covered in case he should die on or after Aug. 28.

It is too early to tell how many of the 250 or so eligible life companies will decide to participate in reinsuring the federal employees group life plan but the general belief among those working on the program is that a very large percentage will want to take part. One obvious reason is the prestige involved.

Certificates will be distributed to insured employees, explaining the benefits and terms of insurance in detailed fashion, about 30 to 45 days after the program goes into effect. In the meantime, employees will be sent copies of a leaflet explaining basic features of the program. Regulations covering the program are scheduled to be issued by Aug. 28.

The program—largest in the world—involves about 2 million employees and

(CONTINUED ON PAGE 15)

LEADERS' CLUB MEETS

Ohio National Cuts Many Rates, Better Field Pension Plan

WHITE SULPHUR SPRINGS—Among the highlights of Ohio National Life's biennial Builders Club convention here were the announcements of a revised and greatly liberalized pension plan for field representatives and a new rate book embracing many reductions. In opening the meeting, John H. Evans, president, said the 188 qualifiers attending with their families comprised the largest group of qualifiers to attend any similar gathering in the company's history.

Salient features of the new pension plan which, integrated with current and pending tax legislation and social security measures, will assure the career field man of up to 100% retirement income in relation to average annual gross income during his active



John H. Evans



M. R. Dodson

years, were described by M. Rey Dodson, executive vice-president.

The plan is voluntary and calls for contributions of from 3% to 5% of the participating members' annual commission earnings and matching deposits by the company, accumulated at 3%, to be applied toward the purchase of annuities at the normal retirement age. It goes into effect next Jan. 1. He pointed out that "the plan offers the faithful agent real security

(CONTINUED ON PAGE 15)

Final SS Version No Less Obnoxious to NALU Leaders

NEW YORK—As an encroachment on the life insurance business, the final version of the social security bill is just as bad as the bill originally passed by the Senate. The changes agreed upon in the conference committee neither removed nor lessened any of the objectionable features, according to Carlyle M. Dunaway, counsel of National Assn. of Life Underwriters, who was asked by THE NATIONAL UNDERWRITER to comment on the bill in its final form.

The worst features of the bill, said Mr. Dunaway, are the increase in the tax base from \$3,600 to \$4,200 and the increase in the benefit formula. These provide a double increase for the highly paid workers and edge over into the field of life insurance and other private savings plans—far from the original floor of subsistence concept of social security.

Almost as serious, though less obvious, in Mr. Dunaway's opinion, is the disability freeze. It is not too objectionable in the form in which it was enacted, but it is only a short step to cash sickness benefits. So the disability freeze can be regarded as the entering wedge.

The original version of the social security bill introduced in the House was bad enough but the House-passed version raised the family benefit maximum from \$190 a month in the original bill to \$200. Under the old law the maximum family benefit was \$168.75.

In addition, the Senate raised the amount that can be earned in covered employment from \$1,000 a year to \$1,200 without jeopardizing social security income. For each \$80 over \$1,200 that is earned in covered employment there is a loss of one month's benefits. That is, a person earning \$2,160 in covered employment would forfeit all benefits. The age at which the work clause ceases to operate was cut

(CONTINUED ON PAGE 15)

Sees 'Revolutionary Significance' in Farm Bureau Plan

Head of N. Y. City Agents Invites Company's President to Speak on Mutual Fund plan

NEW YORK—Had Farm Bureau Life's mutual fund selling program

been undertaken by one of the top 10 life companies, "its impact on the insurance industry would have been more shattering, yet the significance of Farm Bureau in entering the variable dollar annuity field and in licensing its agents to sell both life insurance and securities is revolutionary and should not be minimized, particularly when taken in conjunction with the trend toward group insuring of unaffiliated mutual funds by some of the leading group companies that are giants of the industry."

That was the view expressed by Harry K. Gutmann, Mutual of New York, president of the New York City Life Underwriters Assn., when asked by THE NATIONAL UNDERWRITER to comment on the statement of President Murray D. Lincoln of Farm Bureau which was summarized in last week's issue.

Mr. Gutmann, who last week received an unanimous vote of confidence from his board of directors in connection with his statements and actions regarding the group insuring of mutual fund installment purchase programs, said he had telegraphed an invitation to Mr. Lincoln inviting him to present the Farm Bureau case at an early fall educational meeting of the New York City association.

"We do not say that the group companies are wrong or that Mr. Lincoln is on the wrong track," Mr. Gutmann told THE NATIONAL UNDERWRITER. "The Farm Bureau action and statement are forthright and we appreciate them as such. If we are in the midst of change, then this change should be interpreted for the vast body of agents who have labored sincerely, tirelessly, ingeniously and successfully to sell the legal reserve, fixed-dollar tradition to the most heavily insured nation in the world."

"We feel that the specifics of Mr. Lincoln's statements are more properly answered by our home office economists and by the companies themselves. This is in harmony with our previously expressed attitude and consistent with the intent of the questionnaire we addressed to the presidents of the companies. We continue to feel that the time has come for the spokesmen of our industry to declare them-

(CONTINUED ON PAGE 15)



Harry K. Gutmann

Late News Bulletins...

Mrs. Mary Northen Heads American National

Mrs. Mary Moody Northen, eldest daughter of the late W. L. Moody, Jr., has been elected president of American National of Galveston and Commonwealth Life & Accident of St. Louis, succeeding her father. She was also elected president or chairman of other Moody enterprises. In the last 12 years Mrs. Northen has become increasingly active in the direction of the many Moody corporations.

Dorfman Citations to Mich. Authorities

WASHINGTON—Following adoption of a resolution by the House of Representatives citing for contempt of Congress Allen Dorfman, head of the Union Insurance Agency of Chicago, and his father, Paul, president of the Chicago Waste Handlers AFL union, the citations were sent to the U.S. attorney for Michigan, where the alleged contempt took place at an investigation into labor union welfare fund racketeering. The Dorfmans refused to answer a long list of questions on the ground that their income tax returns were being investigated and that answering might be prejudicial to their interest. Under the law, the U.S. attorney for Michigan is required to present the charges to the grand jury, which will have discretion whether to indict the Dorfman or not.

(Additional Late News on Page 16)

Claims Experts on A&H Panel Put Finger on Sales Talk as Reason for Most Trouble

The four men who composed a panel on the role of the claim department in A&H insurance at the 1954 individual A&H seminar of Bureau of A&H Underwriters at New York City unanimously agreed that 75% of potentially avoidable problems originated in the time between the agent's opening sentence and the signing of the application.

Douglas N. Morrison, Aetna Life, was

discussion leader, and participants were George F. Monks, New York Life; Gilbert F. Erickson, Travelers; Godfrey M. Day, Connecticut General Life, and Kenneth C. Berry, Lumbermens Mutual Casualty.

Mr. Monks' take-off point was that deficiencies in claim administration cannot be erased by charging insured with a responsibility for complete knowledge and understanding of the

contracts. Prompt payment, by which policyholders measure the success of the companies, lies in the avoidance, where possible, of situations likely to lead to the rendering of a surprise adverse decision in a claim.

Claims personnel are called on to try to overcome every error, whether it be due to insured's misconception or to an improper sales talk, he said. If the policyholder hasn't received what he had a right to expect there is trouble. Too many insured have well-founded objections, unfortunately, and the situations causing these must be eliminated.

Claims men should not entertain fear that certain claims will be denied as long as they know the results were not due to their failure. Sales forces must recognize their obligations, must realize that the business cannot afford sidewalk hawkers or carnival spiels. There must be proper field selection, right appreciation of the moral hazard, and systematic training of field personnel.

The agent should consider that his prospect has some preconceived notion of what is being sold. Advertisements of any one company can cause problems to the agents of another company. They can be misleading, even if they completely and adequately list the provisions of the specific contract they are describing, since the coverage offered by another company may be entirely different in character. The public still is not sufficiently aware of these variations.

It is not enough that the agent know that no single policy is a panacea nor that each can only offer that which its premium charge can support. The prospect must be made aware of this and be as fully familiar with the limitations as with the benefits of the offered contract. The agent should not avoid discussing limitations and exceptions as though they were deep, dark, top-secret weapons solely inserted for the future use of claim men in a surprise attack, Mr. Monks said. Insured should know that restrictions to a certain type of risk and ruling out of certain conditions enables the company to offer broad benefits for a price within the reach of the average person.

The agent who fears his product is not quite good enough to close a sale has been either improperly trained or is an undesirable representative. Mr. Monks urged agency management to be on the lookout for these situations and to overcome them. The able agent should be so familiar with his company's requirements and standards that they will guide him in questioning the prospect and he will realize that it would be unfair and dangerous to limit the information on the application to that which was voluntarily offered.

Vital information is likely to be omitted either through a lack of knowledge on the part of the applicant as to its importance or deliberately with an intent to deceive. The agent should examine the information or there will be future problems, but he should not allow either himself or the applicant

to make an evaluation since this is trespassing on the underwriter's grounds.

A good agent should be able to take advantage of added exclusions, riders and waivers in selling a plan containing these clauses, and should be able to explain to the client why his policy cannot cover injuries or sickness existing at the time of application.

Claims forms are undergoing examination at all levels of the business as well as by the medical profession and hospitals, Mr. Erickson said. Complaints about existing forms are, broadly, these: They are too long and complex; there are too many different forms; the same question on different forms is worded in different ways; often the questions are an imposition on the doctor's time and frequently on his integrity, and the form makes an insurance investigator out of the doctor.

As to the last objection, Mr. Erickson said some doctors and hospitals have devised their own forms and are refusing to complete others. Some are charging either insured or company a fee for completing their forms.

These developments, he said, have prompted a move by the business to develop uniform claim forms acceptable to the medical profession and hospitals. Those under consideration attempt to eliminate the basis for existing complaints, but "if and when a final uniform claim form is adopted by the industry, such a form would undoubtedly give many companies less than they are now asking and would give to some companies more than they are now requesting."

If the steps to collect a legitimate claim are simplified public relations is improved, he said. If requirements are complicated and enlarged, relations with the public are impaired. Claim departments, therefore, should devise means of paying legitimate claims with a minimum of requirements and take larger business risks. He explained he did not mean payment of claims without adequate facts, but merely the taking of reasonable chances in reducing requirements for payment within the framework of the policy. And the extent to which a risk can be taken is dependent on the training, experience and an enlightened approach of claim personnel.

The claim department can take a reasonable risk and accept notice in any form from insured, his doctor or a member of his family even if it does not meet the stated requirement. If, in the mind of an experienced claim man, a delayed notice represents prejudice to the company, notice language in the policy can be relied on. In cases where delayed notices indicate fraud or where they close the avenues of investigation, the claim department should not take the risk. If a claim is otherwise honest and legitimate it does not appear that the company has been prejudiced by delay in submission of proof.

There is no unusual risk in accepting a doctor's letter in place of a formal physician's statement, he went on, but there is no reason why the company

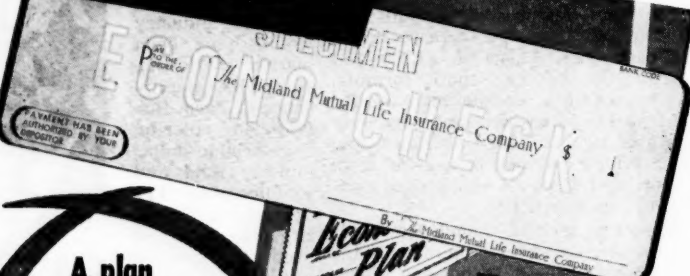
(CONTINUED ON PAGE 16)

Getting action with

ECP

Message No. 4

One of a Series of Messages on New Ways Midland Mutual Life Helps Field Men Increase Their Sales



A plan originated and introduced by Midland Mutual Life Insurance Co.

2 1/2%
SAVINGS
FOR YOU...

Econo-Check Plan

Installment Premiums at 2 1/2% Savings over regular monthly rate

A "closer" that really clicks! Enables the client to have his insurance on the popular monthly installment-purchase plan . . . and at the same time at a 2 1/2% savings. That's what the Econo-Check Plan offers—a simple procedure that authorizes Midland Mutual Life to draw monthly checks against the client's account in his own local bank. More convenient! Prevents premium lapses! All at a discount, from the savings in paper work! Another example of the unique "tools" Midland Mutual Life provides their field men for making insurance selling easier.

If you reside in one of the following states in which we do business and would like a "look" at this new way of "getting action" and other points of our "field-building" methods, we'll be glad to hear from you.

Ohio, Pennsylvania, New Jersey, West Virginia, Kentucky, Indiana, Michigan, Illinois, California, Iowa, North Carolina.

There's no obligation and your inquiry will be confidential. Write Russell S. Moore, Manager of Agencies!

Watch for early appearance of other messages on how Midland Mutual Life helps their field men

The MIDLAND MUTUAL Life Insurance Company

250 E. Broad Street

Columbus 16, Ohio

Results for First Six Months Given

	New Life Ins. Bus. 1954	New Life Ins. Bus. 1953	In Force Inc. 1954	In Force Inc. 1953
Beneficial Life	25,758,504	29,007,398	12,218,131	16,001,350
London Life of Canada	196,433,969	181,857,937	132,137,476	153,311,173
Union Labor Life	15,465,831*	55,434,160	27,596,556	85,041,604
* In addition, revivals and increases amounted to \$99,113,194.				

Urges for Se

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Urges Analysis of Evidence as Substitute for Seven-Year Presumption-of-Death Statute

The rule of law which presumes a person to be alive for seven years after he has disappeared and then presumes he is dead after that time should be abolished, according to Paul M. Roca, partner in the law firm of Lewis, Roca, Scoville & Beauchamp of Phoenix. He advocated the banishment of the rule, which is substantiated in most states by statute, in his talk on mysterious disappearances and life insurance before the insurance section of American Bar Assn. meeting held recently in Chicago.

The seven-year rule should be replaced with an analysis of the actual evidence bearing on whether the missing person is dead or alive, Mr. Roca said. He stressed the use of character evidence in determining whether or not a vanished person was the type who might disappear. Prosperous men of good character and habits, with affection for their families seldom disappear, he argued.

He termed "ridiculous" the present practice in which courts establish one date to determine whether a missing person is dead and a second and much earlier date to determine when he died. Admitting that life policies have usually lapsed before the seven-year period has expired, Mr. Roca pointed out that juries will usually establish the death date at a time before the policy lapsed, especially in hardship cases.

Amnesia rarely can be the attributing factor in mysterious disappearances, he points out, for psychologists have found that true amnesia rarely, if ever, lasts as long as seven years.

With these points in mind, Mr. Roca recommended the enactment on a nationwide scale the uniform missing persons act which was passed 15 years ago, was adopted in three states, and since then has lain dormant. The act, he pointed out, is fair to both the insurer and to families of missing persons.

The act, in force in Tennessee, Maryland and Wisconsin, eliminates a presumption of death from seven or any other number of years, leaving

the issue to be tried by the court or jury in the light of specific facts, including the actual perils the person may have or probably did endure after disappearance. It invalidates insurance policy provisions in conflict with this approach. It also establishes a receivership in the nature of an equity receivership to conserve the property of missing persons. It provides that at any time the court can make a final order that the absentee is dead and put his property into probate, and it establishes a system for the distribution of property, including the proceeds of insurance policies.

When the law was enacted, it was recommended by National Conference on Uniform State Laws, because, the conference stated at the time it sponsored the act, "it is unthinkable--the situation is intolerable--where in case of an absentee, with absence unexplained, continuous, unheard of leaving a family to be supported, debts to be paid and collected, life insurance to be paid, business to be carried on, etc., that there be no law for the ascertainment of rights and the distribution of property."

Coronet Article Tells Facts of Major Medical

Appearing in the September issue of *Coronet* magazine, which was released Aug. 24, there is a highly favorable article on major medical—"The Newest Kind of Medical Insurance"—by Peter Wyden. In contrast to some A&H articles which have appeared from time to time in various magazines and newspapers, the story

clearly indicates that the author had made sure of his facts before undertaking the project.

In addition to a clear explanation of what the policy is, what it covers, and does not cover, Mr. Wyden has included several case histories which dramatically point up the value of catastrophe cover.

Also, prominently boxed and included with the story, giving it additional emphasis, is a statement by Dr. Edward F. McCormick, president of American Medical Assn., pointing out that the medical profession believes financing medical care is primarily an individual responsibility and voluntary insurance coverage against catastrophic costs of illness is a realistic approach to this problem. "Its development on an experimental basis and its acceptance by the public is indeed gratifying."

Occidental Names Quinn in La., Telfer at Montreal

Harold K. Quinn has been named Occidental of California general agent at Shreveport. Mr. Quinn for four years was an agent with Aetna Life.

At Montreal, Frank E. Telfer, assistant regional group manager, has been advanced to regional group manager. He joined Occidental in 1951 as a group representative.

Magnuson Heads A&H Committee

E. H. Magnuson, assistant vice-president of Federal Life & Casualty, has been appointed chairman of the educational committee of International Assn. of A&H Underwriters. He succeeds Louis Halley, assistant vice-president of Security L.A. of Denver, who recently finished a revision of the association's disability insurance sales course. Mr. Magnuson has taught at the Michigan State college's regular DISC schools since their inception in 1952.

Happy Worker High Producer, LIAMA Job Survey Shows

Humanitarian instincts are good business instincts, a survey made by LIAMA on job attitudes and performance indicates.

Continuing its study of agent morale and its impact on efficient operation, LIAMA sent questionnaires to the present organization in one combination company and to men hired after the study was started, which it calls new organization.

It was found that 83% of the present organization who thought their income was more than enough to fill needs survived through the study period, but only 67% survived of those who thought their income was not enough. In the new organization, 100% survived of those who thought their income was enough, but only 62% of those who thought it inadequate. It was also found that agents who are the sole provider of a high income in their families are less likely to terminate than when the high income is provided by them and other members of the family.

The agents were asked the number of weeks they were accompanied during their introduction to their debits and whether or not they thought it was sufficient time. The answers showed that those men who were satisfied with the shorter length of introduction to their jobs, less than three weeks, were more likely to keep their jobs than those who wanted more time.

In both groups, agents who indicated they thought getting prospects' names was pleasant work were more likely to survive than those who were neutral or thought it unpleasant. However, there was little difference in production regardless of attitude toward this part of the work for men in the present organization.

In the present organization a relationship was shown between the attitude toward night work and ordinary production. The men who enjoyed night work were better ordinary producers than those who found night work disagreeable. But in neither group was there a strong relationship between the attitude toward night work and survival.

Agents who had a favorable attitude toward collecting the debit were found more likely to survive than those who did not, especially among new men.

In both groups agents who found it unpleasant to call repeatedly at the same house were found more likely to terminate. But in the present organization there was a tendency for those who found weekly calls unpleasant to be better producers of ordinary and have a higher weekly premium increase. But those who found the weekly calls pleasant had a lower lapse rate and were less likely to terminate.

The present organization also showed there is a definite relationship between survival and the attitude toward balancing the debit accounts. Those who found the work unpleasant were found to be poorer producers.

The men who indicated they believed selling life insurance was an ideal job for them were found less likely to terminate than those who did not think so.

In analyzing the attitudes toward supervision, it was found that agents who said they knew what their man-

(CONTINUED ON PAGE 16)



M.D.—LL.D.

—AND C.L.U.!

Unlike doctors and lawyers, life insurance underwriters don't have to go to graduate school, before practicing their profession . . .

But what a difference a C.L.U. key means to a life underwriter and his career! It stamps him an expert in his field—a graduate of our industry's finest and most demanding school, the College of Life Underwriters.

This month, Commonwealth proudly salutes not only its own C.L.U. men, but all Chartered Life Underwriters everywhere.

INSURANCE IN FORCE—August 1, \$745,557,065



COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



John M. Pfeil, Equitable Society, Pittsburgh, wearing a sweater that denotes his achievements, receives a testimonial from Group Vice-president Merle A. Gulick, naming him the first agent in the nation to pass the billion mark in group production. In his 31 years with the company he has produced \$1,411,979.00. The presentation was made at a luncheon in New York marking the 20th anniversary of the company's Group Millionaires Club. Frank J. Chandler, Wauwatosa, Wis., was installed as president of the club, succeeding C. M. Zaenglein, Shreveport. The ceremonies were part of Equitable's 95th anniversary conference.

In Force Inc. 1953 16,001,350 53,311,173 95,041,804

N. Y. Life Promotes 12 in Group, Agency, Actuary Department

New York Life has promoted George J. Marsh, director of agency research since 1951, and Emery F. Peabody, executive assistant since 1952, to assistant vice-presidents in the agency department. Daniel Barry has been made an assistant actuary in the actuarial department.

Other agency department promotions are Robert P. Stieglitz to executive assistant, Charles E. Ferree, Jr., to director of sales promotion, Philip H. Lawton to director of management training, Mrs. Amelia E. Reichert to agency secretary and John Poinier to manager of brokerage sales.

In the group department Fred H. Holsten and B. Russell Thomas were appointed associate group actuaries and Joseph W. Moran was made a group underwriter and associate group actuary. William A. Havorson was made an assistant group actuary.

Mr. Marsh joined the company at San Francisco in 1931, and also served

at Spokane as manager and divisional educational supervisor at San Francisco. He went to the home office in 1946 as a director of sales methods research and in 1948 was made director of field training.

Mr. Peabody was with the company at Seattle and Pittsburgh before going to the home office as educational supervisor. In 1946 he was appointed agency assistant.

Mr. Barry went with New York Life in 1939 and has been closely associated with the application of electronic machines to actuarial department operations.

Mr. Stieglitz joined the company in 1931 at Champaign, Ill., and served as manager at Poughkeepsie, Philadelphia and Columbus. He was placed in charge of the college recruiting program in 1951. Mr. Ferree, formerly with Travelers in the public information and advertising department, joined New York Life in 1952 as an administration assistant.

Mr. Lawton went with the company in 1952 from Insurance R. & R. after being an agent for Aetna Life.

Mrs. Reichert, who joined New York Life in 1927, has been an agency as-

sistant and secretary of the agency committee since 1952.

Mr. Poinier, formerly regional superintendent of agencies and general agent at New York for Mutual Benefit Life, joined New York Life in 1952 as an administrative assistant.

Purdue Institute Lists Plans for Disability Sales Course

The curriculum and some of the instructors have been given for the Purdue institute of insurance marketing disability sales course, to be staged the week of Sept. 13 at the university.

Among instructors from outside the marketing school staff are Spafford Orwig, Indianapolis agent; Charles Ray, manager of the A & H department of Indianapolis Life; Carl Lane, field supervisor General American; William Highfield, staff editor, R & R, and Robert Osler, vice-president, Rough Notes Co., Indianapolis.

The course will open with a discussion of basic needs for A & H, followed by a four-hour session on types of coverage and policy provisions and an informal discussion that evening.

On Tuesday there will be discussions of home office and field underwriting, prospecting and approach, and the presentation. Topics for Wednesday are objections, selling business A & H, mass selling, and claims, and Thursday; programming, tying in life insurance, the pivot from A & H to life, self-management and time control, closing, visual aids and ethics.

One innovation will be the use of a successful field man, Mr. Orwig, to discuss claims. Past schools have concentrated on claims from the home office angle.

Mutual Benefit Appoints Holl Associate Counsel

Andrew G. Holl, formerly assistant counsel, has been appointed associate counsel of Mutual Benefit Life. He went with the company in 1948 from Lawyers Title Guaranty of New Jersey, where he had been executive vice-president and title officer. He is a director of Lawyers Clinton Title Ins. Co. and National Commercial Title & Mortgage & Guaranty, both of New Jersey.

List Speakers for LAA Convention in Cincinnati

Mrs. Mary Hindermann, wife of Richard L. Hindermann, director of public relations for Pan-American Life, will speak on "A Tip of the Bonnet to LAA" at the annual meeting of Life Advertisers Assn., Sept. 27-29 at Cincinnati, to tie in with the convention theme, "LAA Men Wear Many Hats."

Other speakers are James Ratliff of the Cincinnati Enquirer; A. L. Cawthorn-Page, manager of Canadian publications division of Metropolitan Life, and Wendell Hanselman, vice-president, Union Central Life.

Mrs. Hindermann recently was named one of the 10 most beautiful women in New Orleans by Collier's magazine.

Occidental, Cal., Changes

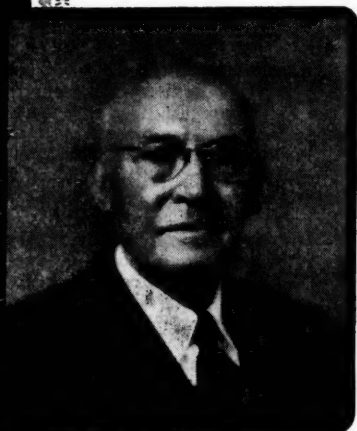
Maurice H. Farrant, Harold Crandall and Frank J. Onstine have been elected assistant actuaries of Occidental Life of California.

Mr. Farrant, currently manager of the company's new pension department, is a fellow of Society of Actuaries and associate of Institute of Actuaries of Great Britain. He joined Occidental in 1948, beginning in 1950 served three years as actuary with Marsh & McLennan in Seattle, and then rejoined Occidental.

Mr. Crandall, with the company since 1949, is mathematician and supervisor of actuarial research. With Occidental since 1947, Mr. Onstine is statistician and supervisor of statistical and valuation sections of the actuarial department.

Occidental Life of California has been admitted to Massachusetts. The company now operates in 44 states, the District of Columbia, Canada, Hawaii and the Philippines.

A LEADER... for 54 years



W. L. Mosgrove
Lincoln, Nebraska

54 YEARS
with

BANKERS OF NEBRASKA

In May of this year, W. L. Mosgrove celebrated his 54th consecutive year as a producing agent with Bankers Life of Nebraska. No doubt one of this country's real veteran life underwriters in years of service, his life-long record proves that underwriting is a lifetime career. He still belongs to the Company's top production club, attended the 1954 Convention as a qualifier, and is one of Bankers of Nebraska's leading producers. Bankers Life of Nebraska is proud of our association with such a man for over half a century.

SINCE 1887

Bankers Life
INSURANCE COMPANY of Nebraska

NQA 1954 WINNERS

TEN YEAR QUALIFIERS

NATE KAUFMAN... Shelbyville, Indiana
FINCK DORMAN... Houston, Texas
MALVERN MARKS... Fort Worth, Texas
H. BRUCE VEAZEY... San Antonio, Texas

QUALIFIERS FOR NINE YEARS OR LESS

ILLINOIS
Reginald E. Sheppard
Kenneth P. Sheppard
Stanley M. Krawczyk
INDIANA
George W. Anawalt*
Louis M. Carr
Julian W. Schwab
W. C. McClelland
A. R. Meyer
Francis H. Davis
Maurice A. Kennedy

Harry M. Fleenor
D. R. Johnson
W. Art Long
Eugene K. Druart
Doyal E. Plunkitt
Harry H. Huston
Curt McClelland
IOWA
Arthur J. Goodman
OHIO
Russell Farmer

LeRoy L. Snyder
E. Lowell Rife
Elmer Hansbarger
Peter Scaffidi
MICHIGAN
Joseph J. Wendt
Guy E. Fairfield
MINNESOTA
Ernest Herzog

Wilbur H. Nylan
Arthur M. Klinefelter
Charles E. Taylor
Robert E. Hansen
TEXAS
J. T. McClelland
Edgar T. Russell
C. B. Ingram, Jr.
Paul Hamon
*Deceased

WALTER H. HUEHL, President • ARNOLD BERG, C.L.U., Agency Vice-President

INDIANAPOLIS LIFE
INSURANCE COMPANY
Mutual—Established 1905
INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Missouri, North Dakota, Texas

STATE FARM REPORT

Facts of interest from State Farm Life Insurance Company, Bloomington, Illinois
affiliate of State Farm Mutual Automobile Insurance Company and State Farm Fire and Casualty Company

VOL. 1 NO. 3 3RD QUARTER, 1954

STATE FARM



INSURANCE

5,663 STATE FARM AGENTS MOVE AHEAD IN COMPANY-WIDE TRAINING PLAN

Set new attendance record for "Basic," "Intermediate" Career Schools

More than 5,663 State Farm agents are participating in various phases of the Company's long-range training program—a new high in attendance. State Farm, recognizing that "school is never out" for the alert field underwriter, provides a training program made up of definite and clearly defined steps.

"Multiple-line" course lays groundwork

Phase one begins with "State Farm Agent's Service"—an individual 6-month course cover-

ing life, fire, and casualty and automobile insurance principles. It includes field projects, study work, and actual sales experience to acquaint new agents with the multiple-line insurance products they will handle and to lay a solid foundation for more advanced schooling.

Career Schools carry agents forward

Agents progress through three levels of training designed to broaden their knowledge and develop their skills. A 9-week "basic" course con-

sists of classroom work, clinics, workshops, demonstrations, and field work. A 22-week "intermediate" course centered on life insurance programing consists of more classroom and field training at a higher level. The 14-week "advanced" course develops a background of information for business insurance, estate analysis, and other technical aspects of the field underwriter's profession.

Financial aid "scholarships" available

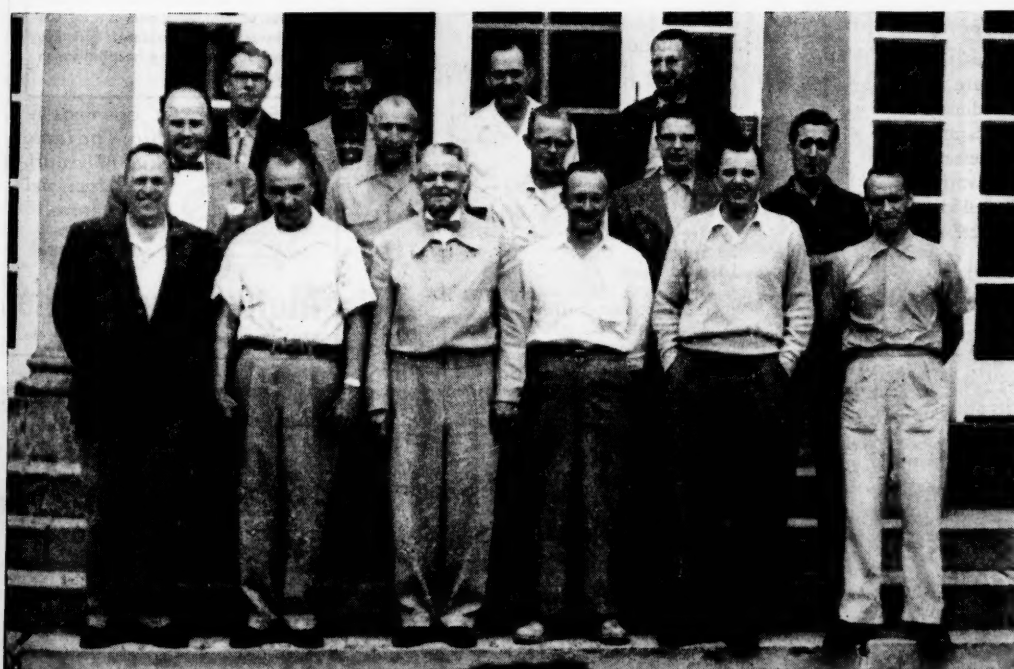
Substantial financial support is available for agents who undertake LUTC or CLU studies. At present 408 men are enrolled—45 in CLU courses and 363 in LUTC courses.

Agents who show special aptitude and promise may receive, completely at company expense, a full year's course in Life Insurance Marketing at Purdue or Southern Methodist University.

71 office personnel pass L. O. M. A. I. exams

A new high in participation in Life Office Management Association Institute courses was achieved by State Farm Life Insurance Company office employees. Examinations were recently completed by staff members in every State Farm Life Head Office.

Subjects covered included the certificate course, the associate course, and specialized advanced courses leading to Fellow designation.



Typical "Intermediate" Career School at Allerton Park, Monticello, Illinois, is one of 35 State Farm career training courses conducted in the state this year. Agents in attendance are: front; William Kinsall, E. N. Nelson, E. G. Wilson, John Schuerr, William Owens, Gene Henderson. Second row: Al Norvilas, Ralph Dodson, Gene Rush, John Kessler, Tom Martin. Back: Don Davidson, Norris Wells, Paul U. Todd, A. E. Tellkamp.

This is one of a series of reports published at regular intervals. For further information on any subject mentioned herein, write: Director of Public Relations.

Bankers Security Has Supplemental A&S for Insured Groups

Bankers Security Life of New York now is offering group supplemental or extended accident and sickness insurance, to be sold to members of those organizations that already have group A&S insurance. The most common form of Bankers Security cover supplements a 2-year non-confining sickness and a 5-year accident policy by extending the term of coverage to 10 years for both A&S.

Monthly indemnities to the amount of \$400 is available to men to age 50 at \$48 annually; between ages 51 and 55 at \$60 annually, and between 56 and 60 at \$72 annually. Rates for men for \$300 to age 50 are \$36 annually; between 51 and 55, \$45 annually, and between 56 and 60, \$54 annually.

Available to women up to age 50 and to men up to age 59 is a \$200 monthly indemnity policy selling at \$24 annually to age 50, \$30 annually between 51 and 55 and \$36 annually between 56 and 60. For \$100 indemnity available to all members up to 59 the annual premium to age 50 is \$12 a year; be-

tween 51 and 55, \$15 a year, and between 56 and 60, \$18 a year.

The company will renew the policy until insured becomes 61. The policy will not be renewed when insured voluntarily ceases to be actively engaged in the duties of his profession or occupation or if insured ceases to be a member of the organization that has the basic group contract. The insurer also reserves the right to decline renewal to all members of an insured firm by giving at least 60 days written notice before renewal date. A short application form must be completed by persons in a group who seek the extended insurance.

George J. Harrison, eastern superintendent of agencies of Bankers Security, is the home office executive in charge of developing this group extended A&S program. He received his training with Metropolitan Life and is a CLU. Leonard Zimmerman, Poughkeepsie, N. Y. attorney, is manager of the association group department.

• **Phoenix Mutual Life** has taken a \$1,500,000 first mortgage on a major shopping center to cost approximately \$3 million and to be located in Clayton, a St. Louis suburb.

Washington National Stages Sales Clinic for Group Field Men

Group field representatives of Washington National met at Chicago for their annual sales clinic. The clinic provided a means for discussion of group innovations and an exchange of selling ideas among the 65 attending.

Home office executives on the program included G. R. Kendall, chairman of the executive committee; R. J. Wetterlund, chairman; Paul W. Watt, president; Theo. Heckel, group vice-president; C. H. Kendall, industrial vice-president; and Kenneth Mullins, general agencies vice-president. Mr. Watt, a former field man himself, related some of his own experiences in group selling and spoke on favorable long range group sales possibilities.

Pacific National to Stage 1956 Convention in Hawaii

Pacific National Life will hold its 1955 agency convention at the Del-Coronado in San Diego and its 1956 convention in the Hawaiian Islands.

The company's mid-Pacific agency in Hawaii, top production unit, will be the resident host in 1956. It is thought the convention will be the first staged in the islands by a mainland company. Qualifications for the Hawaii meet will be much higher. Besides a larger volume of paid-for business, premium income and high persistency will be required.

All 1954 production in excess of that necessary for attendance at the San Diego meeting will be credited to producers for the higher production requirements of the Hawaii convention.

Ludwig Named to Agency Dept. Post by U. S. Life

United States Life has appointed Kenneth J. Ludwig as assistant superintendent of agencies in the eastern division. He has been a brokerage specialist with Connecticut General Life in New York City and before that was with the White & Winston agency of U. S. Life in New York City as brokerage supervisor. He serviced the association group plan of A&H insurance of the Greater New York Insurance Brokers Assn. He is a naval veteran.



K. J. Ludwig

Boston Ordinary Sales Increase 12% for July; Most Cities Show Drop

Boston showed the greatest increase in ordinary life sales for July and for the first seven months of this year with respective gains of 7% and 11%. Cleveland with 2% was the only other city to register an increase. Other cities showed the following July percentage decreases: Chicago 2, Philadelphia 2, Los Angeles 4, New York City 5, Detroit 9 and St. Louis 12.

Percentage increases for these cities for the first seven months were St. Louis 6, Chicago 5, Los Angeles 4, Cleveland 2, Philadelphia 1, and Detroit 0. New York City's sales declined 2%.

Hold A&H Day in Fort Worth

Aug. 13 was proclaimed A. & H. association day at Fort Worth, and the chamber of commerce and safety council cooperated in promoting the occasion. J. E. Gavin, executive manager of Shield Life, was in charge. A page of advertising appeared containing the names of members of the local association and a statement that the association has the approval of the insurance committee of the Tarrant County Medical Assn.

If You Are Good Why Play "Second Fiddle?"



If you are a good producer, we have an unusual **DIRECT CONTRACT** which automatically puts you in "first chair" with a "virtuoso's share" of the premiums.

We have an exceptionally fine portfolio of standard and special life policies, plus accident, sickness, surgical benefit and hospitalization coverages.

DIRECT AGENCY openings in: Maryland, Ohio, Indiana, Iowa, Kentucky, Missouri, Mississippi and Arkansas.



WRITE TO: J. DeWitt Mills, Sup't. of Agents

Mutual Savings Life

3701 Waterman

St. Louis 12, Mo.

NEW POLICY WITH A PEDIGREE

PREFERRED Whole Life Participating is the name of another attractive policy made available to Occidental representatives this month. What's "preferred" about this new policy?

With a \$10,000 minimum issue, it uses the same rate, value and dividend structure as Occidental's former Preferred Risk Ordinary Life Par—but regular selection standards and no preferred risk underwriting. Thus the essential advantages of a former Occidental favorite contract with a brilliant history of delivered low net cost are extended to a broader market.

Broader market? Yes, indeed. Occidental will permit the conversion of Term to the new Preferred Whole Life plan and...

...we'll write this new preferred contract sub-standard—down to Table L!

That's Occidental's latest addition to its agents' sales kits—our good news for today.



HOME OFFICE • Los Angeles
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

GLOBE LIFE INSURANCE COMPANY

Attractive Agency Contracts

COMPLETE LIFE INSURANCE

COVERAGES—Ages 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

**Sales
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LIAMA Study of SMU Graduates Shows Poorer, Less Experienced Men Benefit Most

LIAMA has released the results of a study of campus training based on agents taking the Southern Methodist university course. This is a follow-up to the association's study of graduates of the Purdue course, which showed they experienced a considerable increase in production after the course while those in a matched sample of agents who had not attended the institute showed no increase during the period studied.

One of the most significant conclusions of the SMU study was that agents with low pre-school production and agents with less than six months' experience derive greater benefit from the courses than agents with higher pre-school production and those with between six and 14 months' experience.

Also, it was shown that agents who completed both basic and senior courses experienced a significant increase in average size policy following the basic course.

The SMU study was limited to agents who completed the basic or basic and senior courses and who entered the basic between Jan. 31, 1949, and May 26, 1952. Like the Purdue study, it does not make any comparison of campus-trained men with graduates of any other course. An individual company, LIAMA says might find equal or greater improvement after its own training program.

Aims of the SMU study were these: To determine whether increases in production similar to those reported in the Purdue study are found for agents who complete the entire training course at SMU, and if so, whether the poorer producers with shorter lengths of pre-school experience again appear to profit most.

Also, to examine differences in performances of men who complete part of the course and those who complete the entire course. The Purdue study included only those agents who had completed the entire series of three courses there. However, further examination of the monthly production of the Purdue agents during the time they were in the field while enrolled at Purdue indicated that the Purdue graduates who survived had as large a monthly production immediately following completion of the basic course as at any later time. Accordingly, in the SMU study, performance of agents who completed only the basic course and of those who complete both basic and senior were examined.

A third aim was to study the effect of attendance at the institute on the size of policy sold. The average-size policy sold before and after taking the basic and senior courses was examined.

Covered in the SMU study were only those agents who, prior to attending the basic course, were full-time agents spending less than 25% of their time in management or supervision; who had had at least three but less than 14 months' experience as full-time agents, and had had no prior life insurance selling experience with another company.

A total of 128 agents, representing 44 companies (both LIAMA members and non-member companies) in the U. S. were examined. They included agents who began the basic course at any time during a period of more than three years while their performance was studied, to April 30, 1953. Therefore, there was variation in the length of time from enrollment in the

basic course to the cut-off date.

Unlike the study at Purdue, at SMU the experience of the entire group who completed the basic course was considered.

Of the 128 agents who completed the basic course, 55% survived the entire period studied (on the average, 26 months after entering basic) and the average monthly production of survivors improved from \$15,800 prior to

entering SMU to \$17,900 for the entire period following entrance.

Of the 128 who completed basic, only 43% (55) also completed the senior course. In this group 73% survived and their average monthly production rose from \$14,300 to \$18,700 following SMU. The performance of the full graduates, therefore, was shown to be superior to that of the entire group.

Does the improvement in production accrue immediately following basic? LIAMA said findings here were not conclusive. As in the Purdue study the average monthly production between

basic and senior for survivors who attended both was as high as production after completing the senior course. In the SMU case the production figures were: Before basic, \$14,300, and after basic and after senior, \$20,000. The improvement appeared immediately following basic.

On the other hand, for survivors who attended only basic there is no improvement over pre-school production in the average following basic.

However, in dividing the agents who attended only basic into three groups

(CONTINUED ON PAGE 12)

A NEW SHINING LIGHT FOR YOU

MR. AGENCY BUILDER:—
You'll never know what Fortune your Future holds until You see
the **NEW Golden Rule Agency Builder's Contract**
offered by
THE GOLDEN RULE COMPANY
Liberal Rewards To Your Agents For Helping You Build

AGENTS APPOINTED BY YOUR AGENT'S AGENTS

YOUR AGENCY

A STRONG MONEY-MAKING AGENCY CHAIN

EVERYONE HAPPY EVERYONE MAKING MONEY

YOUR FUTURE FORTUNE

WRITE TODAY
For Details of This
GOLDEN OPPORTUNITY
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Agency Building Opportunities in:
Arizona, California, Delaware, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

The COLUMBUS MUTUAL LIFE INSURANCE COMPANY
Columbus 16, Ohio

EDITORIAL COMMENT

Conservatism—Enough But Not Too Much

The increasingly strenuous competition between insured and uninsured pension plans has unfortunately given new currency to an outworn fallacy. This is the theory that life companies are so ultra-conservative that they have completely eliminated the risk element from their operations and shudder at the thought of anything that is less than a 100% sure thing. This concept ties in neatly with the uninsured-pension proponent's argument that he has pitched his estimates correctly and the insurance company's higher figure is just due to traditional over-caution. This view, of course, overlooks the fact that the insurer has guarantees to live up to and there are no guarantees at all attached to the uninsured plan.

Unluckily, this maligning of insurers as hesitant old fuddy-duddies has quite a spontaneous appeal for many business men. These men are accustomed to taking calculated risks and getting away with them, for the most part. To such an executive, the behavior of even a fairly venturesome life company is likely to seem timid as a rabbit's. Yet even the traditional life company conservatism has by no means been a cast-iron guarantee against losses.

What the typical business man fails to understand is that what would be ultra-cautious, suicidally timid conduct for some kinds of business enterprises would be suicidally foolhardy for the life insurance business. The pilot of an outboard can get away with a lot of things that the pilot of the *Queen Elizabeth* would be out of his head to attempt.

Because of its sacred obligations to policyholders and beneficiaries and because it is dealing in long range commitments, it is vitally important that conservatism be exercised by life companies. Despite long experience and skilled actuaries, despite mortality tables and selection techniques, despite facilities for free interchange of information with other companies in the business, uncalculated factors can throw actuarial study and knowledge out of gear. These things have happened in the past and they will doubtless continue to happen. The only safe course is to do what is being done: make a sensible allowance for possible inadequacy of forecasting and not be stampeded by anything that competitors may be doing.

With today's increasingly keen competition, as evidenced by company after company bringing out new or improved policies, it was never more erroneous to accuse life companies of reactionary conservatism, of the sure thing type of complacency. There has been no evidence of abandoning safety margins but there is no disposition to coast along in the same old way.

Despite their conservatism, life companies have really never been guilty of competitive apathy. In fact, a look back over the last 30 years or so shows a good many companies had to pay out considerably more than they'd figured on. "Jumbo risk" underwriting in the 1920s, particularly, proved costly. So did income disability on the old inadequate rates prevailing in the late 1920s and early 1930s; losses got up above \$60 million a year at the peak. Individual annuities, because of lowered interest and mortality rates, squeezed the companies even worse than disability. Non-cancellable A&H written on too liberal a basis and at too-low rates caused plenty of financial headaches.

In this light of this type of experience, one might ask where the life insurance business would be today if it had been anything but "conservative"? The first obligation of a life company is to be strong. When the competitive pressure is heavy, there comes the temptation to let expediency color one's thinking. There was some yielding to that at times in the past, notably in the competition for income disability business. Company executives felt the competition was being carried to excessive lengths but the agency department pressure was strong—"if our company doesn't take this case somebody else will."

In spite of the losses that too-liberal underwriting brought about, it seems clear that most of the trouble was due to failure to heed the experts rather than faulty data on which to chart the course. The companies that said, "this is as far as we're going to let the bars down—we don't care what the competition does," got along with little or no losses. That is the kind of enlightened conservatism that seems thus far to be prevailing even in the hottest competition. As in a nuclear fission laboratory, safety depends on a degree of care and precision that would seem silly in any other type of endeavor. But carelessness with either radioac-

tive materials or long-range life insurance commitments invites trouble so surely that nobody should be ashamed of being tagged as "conservative" for handling them with care.

DEATHS

MRS. WALTER G. HARBOLD, wife of Occidental Life of California's Santa Rosa, Cal., general agent, Walter G. Harbold, died in Rochester, Minn., following a long illness. She had attended many Occidental conventions with her husband.

EDWARD J. BURKLEY, 70, former St. Louis manager for Phoenix Mutual Life, died of a heart disease at St. John's hospital there. He retired in 1942 for reasons of health after serving as manager for 24 years. A son, David L. Burkley, is with the Phoenix Mutual St. Louis agency.

JULES J. MAITRE, 71, who retired in 1936 as manager for Metropolitan Life at New Orleans, died there after a long illness. Before going to New Orleans he was for 16 years manager at Lafayette, La.

RAYMOND R. KALBRUNNER, 64, who had been with Hopkinson Burridge Pearce Co. local agency at Cleveland since 1910, died after a long illness.

Home Names Two Assistant Underwriting Secretaries

NEW YORK—Home Life of New York has advanced George S. Haushalter and Daniel G. Stewart from underwriting supervisors to assistant underwriting secretaries.

Mr. Haushalter, who has been in home office underwriting work since 1934, joined Home Life in 1951 as an underwriting supervisor. He is a fellow of Life Office Management Assn. Mr. Stewart, an associate of Society of Actuaries, has been with Home Life since 1951. He was a navy pilot in the second world war and before that was in business for several years.

Six LNL Agencies Meet

Six Lincoln National Life Illinois agencies were represented at a recent week-end outing at Browns Lake, Wis., the 35 persons present being winners in contests held in their agencies. On from the home office were Cecil F. Cross, vice-president and director of agencies; W. C. Brudi, manager of agencies, and C. J. Cover, assistant general counsel. The agencies were A. D. Crow, W. J. Dowd, F. G. Lotito and Freeman J. Wood of Chicago; E. R. Small of Peoria, and D. C. Field & Associates of Springfield.

Present also for a Saturday morning session were several members of the H. M. Holmes agency, Milwaukee, and the J. P. Whiffen agency, Madison. Talks were made by Mr. Small, Mr. Cover, and Mr. Brudi.

MOSS RETIRES

Equitable Society Names 4 Managers

Herman Moss has retired as head of Equitable Society's Cleveland agency but will continue as an independent general agent.

Equitable has divided the Cleveland territory between two new agencies and has appointed Henry J. Dymond, Jr., of Dearborn, Mich., and Richard J. Smith of Chicago to head them. The company also named J. B. Conway, manager at Little Rock, as manager at Birmingham to succeed D. D. Edmunds, whose promotion to field vice-president in charge of the south central department was reported in last week's issue, and has appointed William T. Burns of Killen, Ala., to succeed Mr. Conway.

Mr. Moss joined Equitable at Cleveland in 1898 and became general agent in 1905. He is a past president of the Cleveland Life Underwriters Assn. and organized the first life insurance course at Western Reserve university.

Mr. Dymond, a veteran of the second war, joined Equitable in 1947 and has been assistant manager of the Lundgren agency at Detroit since 1948. Mr. Smith, also a veteran, joined Equitable in 1946 and nine months later became assistant manager in the Woody agency at Chicago.

Mr. Conway joined Equitable at Memphis in 1939, returning in 1946 after army service. He has been Little Rock manager since 1951. Mr. Burns joined Equitable at Florence, Ala., in 1946, becoming manager there in 1948.

Convention Dates

- Sept. 13-15, International Claim Assn., annual, Wentworth-By-The-Sea, Portsmouth, N. H.
- Sept. 13-15, Bureau of A&H Underwriters, annual, Broadmoor hotel, Colorado Springs, Colo.
- Sept. 20-24, National Assn. of Life Underwriters, annual, Boston.
- Sept. 27-29, Life Advertisers Assn., Sheraton-Gibson hotel, Cincinnati.
- Sept. 27-29, Life Office Management Assn., annual, Shoreham hotel, Washington, D. C.
- Sept. 27-30, National Fraternal Congress, annual, Haddon Hall, Atlantic City.
- Sept. 29-30, Michigan Life Agency Management Conference, Michigan State College.
- Oct. 5-8, ALC annual, Edgewater Beach hotel, Chicago.
- Oct. 13-15, Assn. of Life Insurance Medical Directors, annual, Royal York hotel, Toronto.
- Oct. 21-22, LIAMA Atlantic alumni conference, Rye, N. Y.
- Oct. 20-22, Society of Actuaries, Hotel Statler, Boston.
- Oct. 21-23, Mid-West Management Conference, French Lick Springs hotel, French Lick, Ind.
- Oct. 28, Northern California agency building conference, Berkeley.
- Nov. 8-12, LIAMA, annual, Edgewater Beach hotel, Chicago.
- Nov. 15-16, H & A Underwriters Conference, underwriters forum, Hotel Roosevelt, New Orleans.
- Nov. 17-19, Institute of Home Office Underwriters, annual, Roosevelt hotel, New Orleans.
- Nov. 29-Dec. 3, National Assn. of Insurance Commissioners, midwinter, Hotel Commodore, New York City.
- Dec. 7-8, Life Insurance Assn., annual, Waldorf-Astoria hotel, New York City.
- Dec. 9, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.

NATIONAL UNDERWRITER

—Life Insurance Edition
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PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.
SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Embarcadero 2-3054. F. W. Bland, Pacific Coast Manager.



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Great-West Names Long Sole Manager at Dallas; Childre to Great Southwest

Thad Childre, co-manager for Great-West Life at Dallas, leaves Sept. 1 to become chairman of Great Southwest Life, leaving Newman E. Long as sole manager.

Brokerage sales, formerly handled by Mr. Childre, will be under the direction of Layden L. Stroud, Jr., with Miss Irmalu Dulin handling brokerage underwriting and administration.

Mr. Childre and Mr. Long were named managers in 1951.

Mr. Stroud entered insurance after navy duty. He joined the agency in 1952 and has been a brokerage department assistant. Miss Dulin has been with Mr. Childre in brokerage work since 1947.

Banks to Head Old Line Agency in Central Wis.

James D. Banks has been appointed general agent for Old Line Life for the Fox River Valley area of Wisconsin, with headquarters at Appleton.

Mr. Banks has been with the C. B. Knight agency of Union Central Life at New York City for 23 years, recently as assistant manager.

While with the Knight agency, Mr. Banks acquired a broad background in agency office management, personnel training, agent recruiting and training, developing and installing pension plans, estate planning, tax and business insurance. He is a CLU.

Mr. Banks will be guest of honor at an agency meeting, staff luncheon, and cocktail party Tuesday at the Union Central New York City Agency.



James D. Banks

Kermott to Nat'l Guardian as St. Paul General Agent

National Guardian Life has appointed Fred Kermott general agent for a new agency at 212 Pioneer building, St. Paul, Minn. He has been superintendent of agencies for Minnesota Mutual Life.

Mr. Kermott started in insurance in 1938 with the Cray general insurance agency at Hudson, Wis. He left there for army service during the war after which he attended the Purdue University course. He later served as assistant director of the Southern Methodist University Institute.

In 1948 Mr. Kermott joined Liberty Life as agency supervisor, subsequently becoming manager at Tampa, Fla. He went with Minnesota Mutual in 1952.



Fred Kermott

Way Cleared for Hearing on United's A&H Ads in Cal.

The California district court of appeals at Los Angeles has sustained the appeal of Commissioner Maloney from an injunction granted United of Chicago by superior court in San Francisco which prevented the department from proceeding with a hearing in the case in which the company is accused of misrepresentation in its advertising matter.

The case against United was started

in 1952, the commissioner alleging the company advertisements did not portray the real terms of its A & H policies.

Promote Herman at Cleveland

August R. Herman has been named agency sales manager in greater Cleveland and Cuyahoga county by Mutual of Omaha and United of Omaha. He will be in charge of agent activities and new business production in A&H and life. Mr. Herman entered insurance with Mutual of Omaha in Cleveland in 1936, later was a general agent and then rejoined the group.

Test Case on Military Fraternal Pends in D. C.

A brief has been filed in U. S. court of appeals in a case which will determine whether or not Navy Mutual Aid has outgrown its fraternal status and should lose its exemption from District of Columbia insurance laws. The case is regarded as a test which may determine the fate of a number of beneficial organizations in the area.

The District of Columbia contends that the organization competes with life companies, collects premiums and sells certificates carrying \$7,500 bene-

fits, although its membership is limited to military officers. Failure of insurance superintendents over the past 50 years to apply the insurance laws to the organization does not constitute administrative interpretation of the law, the brief states.

Metropolitan Exhibiting at NSC

Among the insurance companies having displays at the National Safety Congress and Exposition of National Safety Council, to be held in Chicago Oct. 18-22, will be Metropolitan Life, a practice of the company for several years.

SAVING MONEY?

By way of illustrating a point, let us say that a particular company is old, established, cooperative, progressive, up-to-date, service giving, well equipped and strong financially. It may be all of these things, but what it has to offer remains unknown to agents and brokers if it does not advertise in the trade press. A company does not acquire agents and premium volume simply because it is meritorious.

Some such companies believe they are "saving money" by not advertising, for instance, in *The National Underwriter*. But money not budgeted for trade paper advertising is not necessarily saved; it is just not spent. It could be demonstrated, and rather easily, that a company that stays out of the advertising columns of the leading trade papers is losing rather than saving money when it follows such a course.

The unadvertised company finds it slow, difficult and time consuming to appoint new agents. It takes too long to identify and establish the company. More prospects and more calls and more follow-ups are required. The one who does the appointing becomes discouraged. He finds that he is meeting too many obstacles, getting too many cool, indifferent receptions, being asked too often, "What is the name of your company, again?"

No one should pretend that this is not a costly way to operate. It means that the job is being done the hard, slow, expensive way. It means a waste of time and money that advertising in the leading trade papers would at the very least *help* to avoid.

The NATIONAL UNDERWRITER

Largest Circulation of Any Weekly Insurance Newspaper



Number seventeen of a series



Mr. OSICO Says:

Step under
my cloak
of
Protection!

It's a very real cloak of protection for both you and your policyholders! Lifetime compensation, death, disability and retirement benefits for you. For your policyholders, an unusually wide range of adult and juvenile "life" plans. Accident and Health, too!

THE OHIO STATE LIFE
Insurance Company
Columbus, Ohio



FRANK L. BARNES 1st V.P. and DIRECTOR OF AGENCIES

Write
for
OSICO
agency
opportunities
in the
states
of
Maryland
and
Virginia

List 5 More Speakers for Neb. Institute Program

Five speakers have been added to the program of the biennial insurance institute to be staged at the University of Nebraska Oct. 8-9 under the direction of Co-chairmen E. J. Faulkner of Woodmen Accident & Life and Dean S. Fullbrook of the college of business administration. The speakers and their subjects are:

A. L. Kirkpatrick, manager of the insurance department of the U. S. Chamber of Commerce, "Developments in Social Security"; Jarvis Farley, secretary and actuary of Massachusetts Indemnity, "A Mid-Century Philosophy of Health Insurance"; Dr. J. Brooke Willis, consulting economist of Chase National Bank of New York, "Money Management Problems—Prospects for the Interest Pattern"; E. C. Edmonds, vice-president of Ohio National Life, "New Horizons in Investment Opportunity," and Carl Jacobs president of Hardware Mutuals and a vice-president of the U. S. Chamber of Commerce, will be banquet speaker.

Schuckle Joins Atlantic Life, Carper Advanced

Atlantic Life has appointed W. Grady Carper general agent at Princeton, W. Va., and Charles W. Schuckle associate manager at Baltimore.

Mr. Carper began his career with Metropolitan Life in the personal production department and later became assistant manager. He joined Atlantic Life in 1946 as part-time agent and



Charles Schuckle



W. Grady Carper

was also territorial manager of Combined of America. For the past two years he has managed the Mercer general agency of Atlantic Life at Princeton.

Mr. Schuckle entered insurance in 1925 as an agent of Equitable Society and later became assistant to the manager and manager of the Allentown, Pa., Equitable agency. With Atlantic he will be agency manager and recruit and train new agents.

A&H Agents Board to Meet

The International Assn. of A & H Underwriters board will meet Sept. 25-26 in Chicago, starting with a luncheon Saturday. A number of committee chairmen have been invited, with attendance expected to be about 25.

A board member, Oakley Baskin, Mutual Benefit Life, Buffalo, was in charge of a luncheon meeting, held at Albany to organize a new local there.

Mr. Baskin also was moderator of a training school for local association

officers, a project recently initiated by the International, staged at Niagara Falls, Ont. Officers and directors of the Ontario and Western New York associations participated, and representatives of the Toronto association were guests.

CLU Mail Study Courses Scheduled Again At SMU

Southern Methodist University CLU correspondence courses are being offered again this year. Sponsored by the Dallas insurance industry and the university's school of business administration, all four parts—A, B, C, D—are being offered. Regardless of company affiliation or college background, insurance men who wish to study in an organized fashion and under supervision but who cannot attend organized study groups, may avail themselves of this correspondence service.

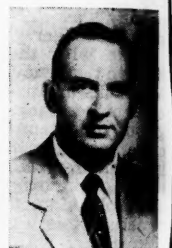
Further information may be obtained from Frank A. Young, chairman, department of insurance, SMU school of business administration, Dallas, Tex.

Make Department Changes At Republic National

Frank A. Jeffett, since 1952 special field representative for Fidelity & Deposit in Arkansas, has joined Republic National Life as special reinsurance



Frank A. Jeffett



R. P. Brady

representative. Mr. Jeffett started in insurance with Aetna Life in Arkansas. He is a World War II air corps veteran.

Robert P. Brady has been promoted to secretary and actuary of the reinsurance division, and Frank A. Brunswick, supervisor of new business, has been named office supervisor of the division. Before joining Republic National, Mr. Brady was with Haight, Davis & Haight, consulting actuaries, for seven years.

Preston of Schiff, Terhune Resigns; Healy Appointed

Robert W. Preston, manager since 1942 of the life, A&H and group department of Schiff, Terhune & Co., New York City brokers, has resigned. The firm has appointed Edward C. Healy manager of the life department.

Mr. Preston, in the business for 25 years, started at Detroit with Canada Life and in 1933 was transferred to New York as branch secretary. He joined Prudential there in 1938 and in 1939 went with Schiff, Terhune. Mr. Healy went with Connecticut Mutual Life in 1932, and after discharge from the navy, joined Home Life as brokerage supervisor. In 1948 he was named by Schiff, Terhune as assistant manager of the life department.

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FRANK M. SPEAKMAN

CONSULTING ACTUARY

ASSOCIATE
E. P. Higgins

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ARRANGED ON VESTED
RENEWAL CONTRACTS**

U. C. & G. C. serves the financial needs of those engaged in the Life Insurance Business. Your tax problems may be simplified and savings effected. Correspondence invited.

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AND BROKERS**

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Indianapolis Life Holds Col. Rally for Leaders

Details of Indianapolis Life's entry into A&H will be presented to members of the company's Counselors Club, convening this week at Estes Park, Colo., for their annual meeting. The A&H discussion is scheduled for Friday, with Charles E. Ray, manager of A&H in charge.

C. E. Childs, Minnesota Mutual, spoke on "Selling in Today's Market" at the business session Wednesday, and Indianapolis Life executives discussed trends in the company and the industry.

Fifty-six field men qualified for the convention by meeting volume and premium requirements.

Club officers, installed at the opening banquet Monday, are: Nate Kaufman, Shelbyville, Ind., president; Maurice A. Kennedy, Noblesville, Ind., 1st vice-president, and Julian W. Schwab, Indianapolis, 2nd vice-president.

Union C&L Makes Rochester, Annapolis Appointments

Union Casualty & Life has appointed the Gallery agency and the Arundel



John T. Nothangle



Charles J. Carroll

agency as its general agents at Rochester, N. Y., and Annapolis, respectively. John T. Nothangle heads the Gallery agency. He has previously been with Mutual Benefit Life and National Life of Vermont. Charles J. Carroll is president of the Arundel agency. He has been district manager for Union C&L for a year. He entered insurance in 1948 with New York Life.

Blake, Cameron in K. C. Changes for Occidental

James P. Blake, for four years assistant superintendent of agencies for Occidental Life of California, has been named manager at Kansas City. Eugene H. Cameron, manager there since 1949, now will serve as brokerage manager.

Mr. Blake entered insurance in 1930 with State Mutual Life at St. Louis and became general agent in Oklahoma City in 1942 for Lincoln National.

Mr. Cameron started in life insurance with Equitable Society in 1929 at Kansas City. He went with Occidental as Kansas City manager in 1940, two years later went to Chicago as home office supervisor and returned to Kansas City in 1945. He is president of Kansas City General Agents & Managers Assn.

New Managers Club Elects

Almanac County Life Managers Club, newly-organized at Burlington, N. C., has elected W. C. Surratt, Imperial Life, Burlington, president; W. D. Orlander and C. O. Bridges, vice-presidents, and Bob Boyd, secretary-treasurer.

Bankers, Iowa, Gains 35%

July business of Bankers Life of Iowa totaled \$42,966,895, ordinary accounting for \$17,649,345, a 15% increase. Volume for the first seven months amounted to \$153,167,219, up more than 35% over the same 1953 period.

Personal A&H Up 16% Bureau Survey Shows

A survey conducted by Bureau of A&H Underwriters covering all companies indicates a 16% increase in personal A&H coverages at the end of 1953, with a total premium payment of about a billion dollars. Figures for group A&H were given earlier.

Surgical coverage made the biggest gain in personal A&H, with 20,877,834 persons covered, an advance of almost

two million over the 1952 peak. A record 23,892,844 persons had hospital care, and 5,775,806, general medical coverage, and 8,575,065 were covered by other forms of personal A&H.

Private companies lead the nation in combined personal and group voluntary health protection with 57,402,844 persons covered for hospital expenses; 54,853,834, surgical; 9,390,806, medical, and 1,211,924, major medical.

The survey indicates a 500% growth in A&H in the last 10 years.

Zalinski to Address NALU-LUTC Lunch

Edmund L. G. Zalinski, vice-president of New York Life and president of Life Underwriter Training Council, will be the featured speaker at the annual National Assn. of Life Underwriters-LUTC luncheon Sept. 23 at Boston during the annual NALU convention. His topic will be "Critics Don't Write Plays".

4 reasons why you should become a C.L.U.

- 1 The C.L.U.'s income actually *increases* while he is preparing for exams!
- 2 The typical C.L.U. earns a higher income after attaining his designation!
- 3 He enjoys higher prestige among his associates and clients!
- 4 He benefits from valuable associations with other successful life insurance people at the local C.L.U. chapter meetings . . . and from the informative material he regularly receives from the American College of Life Underwriters.

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

BROADWAY AT 55TH STREET, NEW YORK 19, N. Y.



WEATHER STAR FORECAST
ATOP OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing Rain
White flashing Snow

Revolutionary Significance Seen in Farm Bureau Plan

(CONTINUED FROM PAGE 1)

selves on this important issue and substantial departure from our normal concepts and practices. Our association has thus far had an approximately 50% response to its questionnaire. When all the replies have been received a further statement will be issued to the industry."

Mr. Gutmann said his association wished to make it clear that it takes no position in opposition to any periodic investment plan *per se*.

"It has no quarrel with mutual fund investment plans," he said. "For the adequately insured investor these

plans provide a much-needed medium of diversified investment in various types of securities. Such diversification, a prime safety factor, has traditionally been the hallmark of the life insurance investment. Make no mistake about it, periodic investment plans are, and may well continue to be, a substantial competitor for the life insurance agent. But no well-informed life insurance man will shy away from worthy competition. On the contrary we have always welcomed it and overcome it."

In the widely publicized statement he made when he was installed as president of the New York association earlier this year, Mr. Gutmann took exception only to the combining of two

separate entities in the group-insured mutual fund installment purchase plans. He criticized the mutual fund people and the group companies insuring them for packaging the insurance and investment elements under the guise of a debtor-creditor relationship that comes into being only at death.

Along with National Assn. of Life Underwriters, Mr. Gutmann questioned the legality of what he termed the "tenuous" debtor-creditor relationship upon which the tie-in was based. He expressed the opinion that the "great, tested life companies" were thereby surrendering their own faith in the guarantees of fixed-dollar legal reserves.

"It may be," he said at that time, "that the companies and we underwriters may have to revolutionize our attitudes toward and relationship to the insured investment plan. Three alternatives seem to confront us: (1) the companies should desist from joining forces with these investment savings plans (which create a virtual endowment) and thereby competing with their own agents; or (2) they may expect their agents to take the position that if it's good enough for the companies to sell it's also good enough for them to carry in their portfolios as a sideline; or (3) the companies should carry their position to its logical conclusion and themselves offer a 'variable life or endowment policy' as well as the 'variable annuity' for sale."

In commenting this week on Mr. Lincoln's letter, Mr. Gutmann said that "it seems to us that the Farm Bureau's recently announced package is a combination of these three alternatives."

"It hasn't joined forces with a mutual fund, it has bought one," he pointed out. "Their own agents will now sell securities, too. Their plan offers a 'fixed-dollar' individual life policy and a separate 'variable-dollar' retirement plan. This is a radical step taken by a substantial company."

Less Experienced Men Get Most From SMU Courses

(CONTINUED FROM PAGE 7)

according to pre-school performance, it was found that survivors of the under \$10,000 and the \$10-15,000 pre-school production groups experienced an improvement but that production of the \$15,000-and-over pre-school group dropped substantially, from \$24,000 to \$20,800 for the group overall and from \$27,000 to \$19,500 for those who took basic only. A slight increase, from \$21,100 to \$22,000, was seen for these higher-bracket producers who took both the basic and senior courses.

The conclusion would appear, LIAMA says, that attendance at basic, whether or not the agent subsequently attends senior, improves the production of all groups of survivors with the exception of the group with production above \$15,000 per month in the pre-school period.

Despite the fact that only 37% of agents with a low early production survived the period studied, it is possible that this represents a very substantial improvement in their performance. Their production showed the greatest improvement over their own pre-school record, going up from \$6,900 to \$14,500 for all, from \$7,500 to \$16,600 for those who completed both courses, and from \$6,100 to \$11,500 for those who only completed basic.

In comparing agents who had less than six months' pre-school experience before enrolling at SMU with those

Robert Jones Advanced to Sterling Advertising Head

Robert J. Jones recently was named advertising director of Sterling Ins. Co. of Chicago as a step in the company's expansion program, in which the advertising, sales promotion and lead control departments will be consolidated under one supervisory head.

Mr. Jones will supervise all advertising and sales campaign planning and an extensive direct



Robert Jones

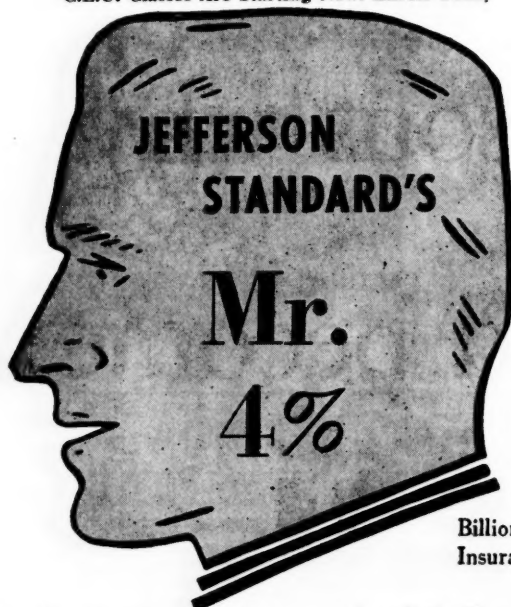
mail program. Dancer-Fitzgerald-Sample, Inc., advertising agency has been selected to handle the creation and placement of promotional material.

who had more, it was found that survivors of the first group profited more, that both groups experienced an over-all improvement, that in each group those who took the basic and senior courses also improved, but that those in each group that only took the basic course experienced a decline in production, from \$17,300 to \$17,300 for the less-than-six-months' group and from \$17,800 to \$16,300 for the six-months-or-over group.

Increase in the average-size policy tended to be associated with increase in production. The 37 survivors who completed both courses and for whom data on number of policies were available showed an increase in average-size policy from the pre-basic to the post-basic period of from \$4,370 to \$4,990. The period from post-basic to post-senior is not significant statistically.

LIAMA emphasized that an adequate evaluation of the effect of training on average-size policy cannot be effected without a control group which would take into account the changes in policy size which occur simply as a result of increased selling experience.

Note to Jefferson Standard Agents
C.L.U. Classes Are Starting Now. Enroll Today



Over \$1¼
Billion Dollars Life
Insurance in Force.

Says "My Company for 17 years has led all major life insurance companies in net rate of interest earned on invested assets—4.34% in 1953. This favorable earnings rate enables the Company to pay 4% interest on dividend accumulations and policy proceeds left with the Company. This means that I can offer my clients *extra benefits through 4%—ANOTHER JEFFERSON STANDARD PLUS.*"

JEFFERSON STANDARD
Life Insurance Company
GREENSBORO, NORTH CAROLINA

Greater Benefits for your clients . . .

ILLINOIS MUTUAL'S New Major Medical Expense Plan Protects Your Clients against Catastrophic Medical Costs

Now there is an Illinois Mutual plan to fit the specific needs of each of your clients!

In addition to many other sales producing policies available, Illinois Mutual's newest policy covers catastrophic medical costs, providing the extra money where and when your clients need it most. The policy covers ALL medical expenses in full after the first \$500 — \$750 or \$1000 deductible expense up to \$5,000 — \$7,500 or \$10,000 with limitations only on the amount of daily hospital room and ambulance costs and provides for rental rather than purchase of mechanical aids.

Add this policy to your list of plans and make your portfolio a kit full of sales.

Territories open in Illinois, Indiana, Ohio, Michigan, Minnesota, Missouri and Wisconsin.

Illinois Mutual Casualty Co.
(non-assessable)

HOME OFFICE: 411 LIBERTY ST., PEORIA, ILL.
E. A. McCord, President, C. C. Inman, Executive Vice President
The best in accident, sickness and hospital insurance since 1910.



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Valuable Paper Wallets

One or a Thousand

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World's Only Recorder of its Kind

WALKIE-RECORDALL

8-LB. SELF-POWERED BATTERY RECORDER

• AUTOMATIC UNDETECTED RECORDING UP TO 4 HRS.
• PICKS UP WITHIN 50 FT. RADIUS
• VOICE ACTIVATED
• SELF START STOP
• NO WIRES OR PLUGS

Records noiselessly in or out of closed briefcases, containing hidden mike while walking, riding, flying, conferences, lectures, dictation, 2-way phone. Permanent, unalterable, indexed recording at only 3c per hr.

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Taylor Agency V-P of United Benefit

Robert J. Taylor, for eight years with United Benefit Life in supervisory and training capacities, has been advanced to vice-president in charge of agencies. As educational director of the company, Mr. Taylor directed the training of salesmen. Most recently he was assistant vice-president. He is an army veteran of World War II.



Robert J. Taylor

K. C. Life Agents Set Record on Bixby's Birthday

Kansas City Life's "President's Birthday" production Aug. 20 was the largest ever. Written business in honor of President W. E. Bixby was \$4,027,356, a 6% increase over the previous record set last year.

August production traditionally is in observance of Mr. Bixby's birthday month, with special effort aimed at Aug. 20, his actual birthday. August production to the 20th totaled \$17,707,279, compared with last year's record high for the month of \$27,701,333.

Policy Benefits for Income Near \$750 Million

The total number of policy benefits which will go out under income plans is expected by Institute of Life Insurance to approach the \$750 million mark this year. This compares with \$720 million last year and \$540 million in 1945. These figures do not include annuity contracts.

American families now have more than \$6,300,000,000 stored up as policy proceeds and accumulated interest, awaiting future payment as family income. This total is 85% greater than at the end of 1945.

Names E. J. Hasselbring as Rosholt Chicago Successor

E. J. Hasselbring has been appointed Chicago area manager of Lutheran Mutual Life to succeed I. E. Rosholt. Mr. Rosholt is relinquishing managerial duties after 26 years with the company, but will continue to represent it, maintaining an office on Chicago's south side.

Mr. Hasselbring went with Lutheran Mutual five years ago in Oak Park, Ill., and has been first or second in production with the company nationwide since.

N. Y. I-Day Plans

Added starters for the annual New York Insurance Day, Sept. 15, are Superintendent Bohlinger, Fred J. Stock, president of New York Board of Trade, and William R. Ehrmanntraut, claim manager of American Surety, New York, and chairman of the executive committee of Insurance Federation of New York.

There will be an exhibit of Aetna Casualty's Road-o-Meter, which gives a simulated road test.

Add Speakers for Tex. Meet

A. R. Jaqua, director of the Southern Methodist University institute, and Benjamin N. Woodson, president of American General Life of Houston, have been added as speakers for the southwest management conference, to be staged Oct. 1-2 at Mineral Wells by General Agents & Managers Conference of Texas.

Mr. Jaqua will talk on "The 1954 Tax Bill and its Effect on Life Insurance Sales," and Mr. Woodson will summarize talks made by other speakers.

An evening of room-hopping sessions is planned. Recruiting, selection, financing, training and supervision will be discussed.

Pru Payments Up \$58 Million

Prudential paid to policyholders and beneficiaries during the first six months of the year more than \$436 million, exceeding the corresponding 1953 figure by \$58 million.

Texas A & H Assn. Adopts 10-Point Code of Ethics

Texas A & H Assn. has adopted a 10-point code of ethics which has been approved by the state board and local groups. New members and persons renewing memberships will be required to sign it.

The code, patterned after that of the South Carolina association, emphasizes service to the customer and equity in all dealings. It encourages study and observation and the avoidance of misleading advertising to uphold the dignity of A & H selling.

LIAMA Alters Aptitude Test for Ordinary Agents

LIAMA has revised its aptitude test for ordinary agents to make it more predictive at the younger ages and to allow for recent changes in economic conditions. This is the fifth revision since the original aptitude index was released in 1938. The test now is a standard part of the selection process for ordinary agents in 212 companies. The experimental items added to the revision will be examined for validity as test results are returned to association headquarters.

WHO WRITES WHAT?*

WE DO!

A complete line of both Participating and Non-Participating contracts, including just about everything you need in substandard: Whole Life and Endowment up to 500%; 5-Year Term up to 250%; Term to 65 up to 500%; Term Riders up to 250%. Issue ages are 0 to 70. Our reinsurance pool will accept our underwriting, which speeds up issuance of your larger cases. Only 1.3% of all cases submitted to NWNL during 1953 were declined or postponed.

Contact the nearest agency of

NORTHWESTERN NATIONAL LIFE OF MINNEAPOLIS

40 years' experience in brokerage service

*With a bow to The National Underwriter

Life
A & H
Group
Franchise
Hospitalization
Brokerage
Reinsurance

life insurance in force exceeds
\$575,000,000.00

PLUS: One of the most advanced agents training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions.

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas

they all know the best place in Cleveland

"Hotel Cleveland, sir?"

Whether you arrive by train, plane or car, the friendliest place to stay is Hotel Cleveland, in the heart of the city . . . directly connected with Union Passenger Terminal.



Hotel Cleveland

NO ROOM CHARGE FOR
CHILDREN UNDER 14
WHEN REGISTERED
WITH AN ADULT.

SONNABEND OPERATED HOTELS
Distinguished American Landmarks

CHICAGO: Edgewater Beach Hotel
BOSTON: Hotel Somerset
NEW YORK CITY: Ritz Tower Hotel
CLEVELAND: Hotel Cleveland



NEWS OF FRATERALS

W.O.W., Omaha, Makes Several Promotions

Several national officers have been promoted by Woodmen of the World, Omaha. Howard M. Lundgren moves up from auditor to secretary, J. R. Sims from escort to auditor, R. N. Dossmann from watchman to escort, L. T. Oliver from sentry to watchman, and Richard W. Ervin to sentry. Mr. Ervin fills the board



Howard M. Lundgren

vacancy created by the death of the late secretary, W. C. Braden.

Mr. Lundgren, a University of Omaha law school graduate, joined WOW in the commission department in 1928. He later was transferred to the investment department where he served until becoming national auditor and a director in 1953. He is a past president of National Fraternal Investment.

Mr. Sims entered field work with WOW in 1932, serving as district manager for two years in Houston before becoming Illinois manager. He held the latter post until 1938 when he was named Texas manager. He was advanced to national field manager in 1946 and became escort and a director in 1953. He is a past president of Fraternal Field Assn.

Also a field worker since 1932, Mr. Dossmann is state manager of southwest Texas. He has been watchman since 1953.

Mr. Oliver was named sentry in 1953. Mr. Ervin is attorney general for Florida.

Protected Home Circle Names Nelson Secretary

Protected Home Circle made several changes in its executive staff after the death of Lloyd D. Lininger, national secretary. Joseph Nelson, who has been assistant secretary, was named national secretary, office manager and chairman of the investment committee. Carl Jones, budget administrator of Sharon, Pa., Westinghouse transformer plant, was named a director and sentinel in the supreme circle. Elmer W. Jenkins, supervisor of the statistical and mortgage departments, is now associate manager at Baltimore.

Mr. Jenkins has been named to the law committee; Hallard R. Dorsey, field director, becomes chairman of the mileage and per diem committee, and Charles Burke, chairman of the mileage and per diem committee, transfers to the auditing committee.

L. A. Schroeder Promoted

Equitable Reserve Assn. of Neenah has advanced Loren A. Schroeder to assistant secretary. With the organization for eight years, he now will supervise claims administration and underwriting of new insurance. He was in the general insurance business for eight years before military service.

Wis. Fraternalists Meet

MILWAUKEE—Wisconsin Fraternal Congress held its midyear meeting at Chalet on the Lake, Dongs Bay, north of Milwaukee. Charles Taticet, Western Bohemian, state president, was chairman. Guest speakers were Lawrence G. Singer, Mutual Benefit Life, and Fred Polzin, Lutheran Brotherhood Life, both of Milwaukee.

List Atlantic City Card for NFC Actuarial Unit

Fraternal Actuarial Assn., which will meet Sept. 27 at Atlantic City in connection with the annual convention there of National Fraternal Congress has completed its program. Daniel D. Macken, Woodmen of the World, Omaha, association president, will preside.

Papers will be presented by Franklin C. Stauffer, Modern Woodmen, on "A Review of Automatic Non-forfeiture Options", and by Ingolf Lee, Lutheran Brotherhood, on "Preparation for Use of Data Processing Equipment."

Other topics to be discussed include the advantages and disadvantages of home office collection of premiums as compared to collections by lodge secretaries, and the question of whether or not a fraternal should send premium notices to members.

LLOYD D. LININGER, 73, national secretary of Protected Home Circle, died at Sharpville, Pa., after a long illness. He had been with the society since 1908. Beginning his career as a pay clerk, he transferred to the statistical department in 1921, became head of the department in 1927 when he was also named assistant to the supreme secretary. He became supreme guide in 1926 and was named a director and became supreme secretary in 1933. He was director of degree work and in charge of the inner circle from 1923 to 1930. Mr. Lininger was a past president of Sharon circle 1 and secretary of the circle from 1914 to 1934 and was grand secretary of Pennsylvania from 1924 to 1928.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

ESTABLISHED CONSULTING PRACTICE

Will pay cash for an established consulting practice. Supply full details in reply. Address Z-73, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Position with unusual opportunities open for DIRECTOR OF AGENCIES

with recently organized Indiana life company (not combination). Salary and incentive plan aggregating up to \$15,000 per annum. Box A-57, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SUPERVISOR WANTED

Established Life Agency in Los Angeles needs Supervisor. Preference given to young man desiring training for own General Agency. Starting salary \$4,800.00 plus bonus. Earnings should exceed \$7,500.00 per year. Write Howard E. Nevenon, General Agent, Washington National Insurance Co., 3580 Wilshire Blvd., Los Angeles 5, Calif.

ASSISTANT ACTUARY WANTED

Rapidly growing eastern life company has opening for a young man with at least associate membership in Society of Actuaries. Address Box A-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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Metropolitan Will Write Federal Employee Plan

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between \$7 billion and \$8 billion of insurance. Federal agencies are being instructed to begin payroll deductions from the checks of insured employees for the first pay period beginning after Aug. 28. There will be no exceptions unless an agency requests a delay and the civil service commission grants it a subsequent effective date. Department and agency heads have already indicated they want to put the coverage into effect as fast as possible and few, if any, requests for time extensions are expected.

Employees will pay 25 cents per \$1,000 of insurance every bi-weekly pay period. Coverage is for the employee's annual salary, carried to the nearest upper thousand. Double indemnity is provided for accidental death and there is a schedule of accidental loss of sight or limb.

LINCOLN'S COMMENTS

NEW YORK—Asked for comment on the federal employees' group life insurance plan, Chairman Leroy A. Lincoln of Metropolitan Life said Metropolitan was honored to be selected as the administering company although it would have been happy to work in conjunction with any of the other seven life companies eligible under the law to administer the program. He noted Metropolitan already has with several of these companies reinsurance arrangements under other group policies.

Mr. Lincoln also stressed the statement made by Civil Service Commission Chairman Young, in announcing the program, that the administering company will have no advantages in connection with the sharing of the underwriting of the insurance—that the allocation formula is purposely weighted in favor of middle-size and smaller insurance companies.

Mr. Lincoln further emphasized the fact that this program, like most other group life plans, provides term insurance intended to continue an employee's income for a limited period after his death.

"As pointed out in the announcement of the federal program given to all federal employees under cover of a letter from President Eisenhower, it should be considered as an added measure of family security," he said. "It should not be looked upon as a substitute for regular individual insurance policies already purchased or to be purchased through the employees' own insurance agents."

Ohio National Cuts Rates, Better Agents' Pensions

(CONTINUED FROM PAGE 1)

throughout his lifetime, found today only in salaried employment, without sacrificing any of the independence and freedom-of-action which characterizes life insurance selling as a desirable profession."

Also of particular interest to the Club and the agency force was the introduction of the new rate book by Paul E. Martin, actuary, who discussed numerous reductions affecting waiver of premium disability, occupational and medical impairments, and substandard extras. Liberalized clauses covering disability and double indemnity on aviation risks and substantial reductions in gross premiums for 5, 10, and 15 year term policies and for several types of business insurance contracts will go into effect Sept. 15. Mr. Martin unveiled a new policy designed for the juvenile market—the Plan-A-

Life, under the terms of which each initial \$1,000 increases to \$5,000 on the policy anniversary nearest the insured's 21st birthday.

A sales panel on the program featured eight Ohio National MDRT members who outlined their personal selling ideas and demonstrated the techniques which they have successfully used in the field. Company officials participated in an instructive underwriting panel, emphasizing recent changes and modifications in that department. The business meetings were interspersed with various sports and entertainment activities, including golf, tennis, bridge, and cribbage tournaments and a traditional family night, starring company talent, which brought to light many singing, dancing, and novelty skits of professional caliber.

At the Club banquet, Grant Westgate, agency vice-president presented "Brown Jug" trophies to the following general agents for their outstanding production records in their respective divisions during the annual "June for John" sales campaign: Larry D. Boord, Dayton, O., class A; L. E. Harris, Rawlins, Wyo., class B, and R. G. Nixon, Owenton, Ky., class C.

Final SS Version Still Obnoxious to NALU Heads

(CONTINUED FROM PAGE 1)

from 75 to 72 by the Senate and that is how the final version reads.

The final bill also resolved differences between the House and Senate as to who should be covered. The agreed-on version brings in on a compulsory basis farm owners and farm employees, engineers, architects, accountants, and funeral directors, domestic workers, home workers, and fishermen; and on an optional basis employees of state and local governments and ministers of the gospel and Christian Science practitioners.

Where a lump-sum death benefit is payable, the maximum is still \$255.

Nevertheless a great many more persons will qualify for the maximum lump sum payment. The lump sum is still three times the primary benefit—subject to the \$255 maximum—but the new benefit formula, with a top of \$108.50 instead of the old \$85 a month, will mean that a lot more people will be qualifying for the \$85 that will entitle them to the \$255 maximum. Many of those entitled to less than the \$255 maximum will still qualify for an in-

creased lump sum payment. For example, the minimum benefit has been increased from \$25 to \$30, so the minimum lump sum payment increases from \$75 to \$90.

The lump sum benefit is payable on all with insured status, whether employed or self-employed, but not on their dependents.

The social security bill as introduced in the house had no maximum except the previous limit of three times the primary benefit. The ways and means committee added a top limit of \$255, the maximum under the old law. This action followed testimony by President Asa V. Call of Pacific Mutual on behalf of American Life Convention and Life Insurance Assn. of America in which he asked removal of the lump sum feature entirely or failing that the continuation of the \$255 limit, and by Albert C. Adams, John Hancock, Philadelphia, National Assn. of Life Underwriters social security committee chairman, asking the complete elimination of the lump sum payment.

Following representations from funeral directors the Senate removed the \$255 limit but the conference committee reinstated it and it is in the final version.

LIFE WITH PROVIDENT

SHORT FORM APP — ANOTHER TIME SAVER

Convenience and the saving of time is the keynote when a Provident Life Producer begins to fill out an application. The entire app is contained in just one folded 8½ x 11 sheet. This includes both Part I and Part II of the non-medical application. This one sheet includes an illustrated front with sales promotion copy, a scale of rates, the entire application, and a binding receipt. The Provident Life Producer thus avoids a lot of fussy detail work toward the end of the interview. It's another among the many conveniences Provident life fieldmen enjoy.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY
Chattanooga—Since 1887

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL

So. Farm Bureau Life Applies for Entry to N. C.

Southern Farm Bureau Life of Jackson, Miss., has applied for a license to enter North Carolina and, according to the application, plans to tie in with North Carolina Farm Bureau Mutual of Greensboro "so that Farm Bureau members in North Carolina may obtain full life, A&H, casualty and fire coverages in their own companies and from one agent."

At present North Carolina Farm Bureau Mutual is dealing only in automobile coverages, but indications are that its agents soon will be offering life and A&H and eventually fire insurance.

Licensing of Southern Farm Bureau in North Carolina has been delayed while the state insurance department checks with the Farm Bureau companies of Ohio to determine whether there will be any protest over the similarity of names.

Southern Farm Bureau Life already is operating in 10 states, in two of which the Ohio companies also do business. They are South Carolina and Virginia. The company will be represented in North Carolina by John E. Jones, Greensboro, who also is general manager of North Carolina Farm Bureau Mutual and formerly sales director of Southern Farm Bureau Life and Southern Farm Bureau Casualty, also of Jackson.

A&H Claims Experts Urge Sales Talk Improvement

(CONTINUED FROM PAGE 2)

should not insist on detailed and accurate facts in contestable claims. In the matter of possible misrepresentation or of disease antedating the policy Mr. Erickson advised that a check be made to learn if there had been a waiver rather than put the burden of proof on the insured.

Mr. Day called for channeling all waiving of limiting clauses to the administrative level, and here it should be done on an exception basis. If it becomes the announced policy of a company to ignore these clauses or if it can be proven to be the established practice to waive them, their use is lost in defending the occasional claim in which the company must avail itself of every possible defense.

He called the recent rash of articles attacking the A&H business "a natural outgrowth of the political philosophy that was drummed into a whole generation: bigness in business is *prima facie* evidence of wickedness."

"The editors must have been convinced of reader interest aside from mere sensationalization, or they would not have printed them," he said. "Therefore we must conclude that our product is misunderstood by a substantial segment of the public. We have a public relations job to do to present the truth to the public."

Though this misunderstanding cannot be entirely eliminated, he said, it can be reduced to the minimum. Today no reputable company uses the limiting clauses as a loophole to avoid a legitimate claim and even the bitterest detractors admit that the vast majority of A&H business is handled by reputable companies. These clauses are more for the protection of insured than for the companies, he said, giving these reasons:

Clarification of coverage: They spell out in clear language situations that do and do not come within the scope of the policy, giving insured an opportunity to know right from the start what he has bought.

Elimination of situations that, in the past, have caused misunderstanding:

For example, hernia. A truly traumatic hernia is rare, he said, and yet the average layman is apt to consider it the result of an accident if it appeared immediately following strain or exertion.

Also, the company can determine its obligations, i.e., time limitation clauses in the policies.

Finally, defense against fraudulent claims: While these are few in number in relation to the total volume they do make the greatest demands on the claim man's abilities to protect the interests of the company and the public.

Mr. Berry declared that an adverse decision may be of no small consequence to a multiple line company for the reflection of a small hospital or disability claim may jeopardize other large lines of insurance if negotiations with the policyholder are not properly handled.

Many troublesome claims and misunderstandings, and much ill will, can be eliminated by the proper selling of coverage and particularly the selling of the policy exclusions, he said. The relationship between the policyholder and the agent is such that the sale of coverage is a natural starting point to eliminate, or at least minimize, the effect of adverse decisions.

It is only the ill-advised agent who, knowing that benefits are not payable, suggests to the policyholder that a formal claim be filed "and see what happens". What happens, he said, is that the company incurs the cost of investigation, the policyholder is encouraged to hope benefits will be paid, only to have his hopes dashed, and the company may lose a booster.

At the same time, it is the agent, Mr. Berry said, who, if convinced of the correctness of the company's position, is the best person to explain to the client and obtain voluntary withdrawal of a non-payable claim. He said it is helpful to tell the agent the company's side in the matter of a rejected claim, for this prepared him for objections by the policyholder and permits the company to obtain any information in the agent's possession before notifying the client.

All pertinent information should be developed before informing the policyholder of an adverse decision. For courts generally are reluctant to vitiate a contract and all doubt usually is resolved in favor of the client. Once this decision is made the doors are closed to ready access to additional data, and there may be irreparable loss of good will.

It is usually advisable for the company's position to be substantiated by proper proofs, signed statements or court reporter's statements, hospital and medical records, and an interchange of information with other companies that may be interested in the same claim. When an adverse decision is required, the claim file should contain adequate information to combat the expected result, he said.

Since personal contact is of first importance, an interview should be arranged when informing the client of the company's action in this respect. If this is not possible, there should be telephone contact with confirmation by letter. A letter alone is the least desirable method, he said, but if it is the only one available, it should be written with unusual care and thought and its limitations must be recognized. Form letters for this purpose are generally looked upon as ineffective and most companies do not recommend their use.

Late News Bulletins . . .

N. E. Mutual Names W. R. Wagner at Rochester

New England Mutual has named William R. Wagner manager at Rochester effective Sept. 1. He succeeds Clifford W. Beers, general agent there since 1945 who is resigning management duties because of failing health. Mr. Beers continues as associate general agent and will service his personal clientele. A CLU and an army veteran, Mr. Wagner joined New England Mutual at Philadelphia in 1947 after graduating from the Wharton School. He served at Harrisburg and at the home office and has been assistant superintendent of agencies since 1951.

Prudential to Lend IBM \$100 Million

Prudential has arranged to lend International Business Machines Corp. up to \$100 million on 3½% notes maturing May 1, 2055. The notes will be issued from time to time but not later than Dec. 31, 1957. After May 1, 1963, at the option of either Prudential or IBM, the notes may be converted as a whole, but not in part, into 25-year 3½% notes, with provision for equal annual prepayments, without premiums beginning with the sixth year after the date of such conversion, to effect complete retirement of the notes by their maturity.

Widow Seeks to Recover Proceeds Paid to Bank

SYRACUSE—Mrs. Maybelle Markson, widow of N. Wesley Markson, Syracuse business man who died July 5, 1954, has brought suit in state supreme court against Lincoln National Bank of Syracuse and Massachusetts Mutual Life to recover \$29,752 in life insurance proceeds paid by the company to the bank. The bank took out the policy on her husband in 1936 and paid all the premiums including the first one. These totaled \$23,557.50 and Mrs. Markson claims the proceeds, \$53,310, less the premiums paid. She contends that the bank had no insurable interest except for the premiums it paid. According to Mrs. Markson's affidavit although Mr. Markson was adjudged a bankrupt in December, 1934, he had turned over all of his assets that he legally could to the Lincoln Bank and received a written release and in the bankruptcy schedules the Lincoln Bank was not listed as a creditor. Mrs. Markson contends she had an economic interest in having the life of the insured continue.

Happy Worker is Top Producer, Survey Shows

(CONTINUED FROM PAGE 3)

agents expected of them, agents who were doing as well as or better than the manager expected, agents who said they knew where they stood with the manager and agents who said their training was good were better producers and had lower lapse ratios.

Home office policies affect agents' performance, also. Men who felt the home office gave them inadequate support and understanding were more likely to terminate, but there was no relationship to production. If anything, the report stated, the relationship was reversed. The men who felt there was too much red tape in getting service from the home office had a higher industrial increase. This may be due to the fact that the more business a man has, the greater his contact with the home office.

In neither group did attitude toward working conditions in the office have any relationship to the criteria. However, the report points out, this does not mean working conditions are unimportant. It probably indicates that in no district were they so poor that they led to termination or poor production.

Environmental factors did show a relation to performance in the size of the debit. It was found that in general the larger the debit the higher the ordinary production. Also in the larger debits there is greater ordinary and weekly premium increase as well as better persistency. Agents in larger debits were found more likely to survive.

Agents who found paper work and detail unpleasant were found more likely to have a higher lapse ratio.

In both groups agents who felt the company's advertising campaign did not help their sales were more likely to terminate. High producers in the present organization were more likely to believe that the company requirements for attending its conventions were fair.

The report pointed out that it could

not determine whether certain attitudes lead men to poor performance or men who were performing poorly developed the attitudes.

N. Y. Life Opens Two Sales Offices in Texas

New York Life has opened a sales office in Tyler, Tex., headed by Charles O. Clark, Jr., who is a CLU and is associate manager of the Dallas branch under which the Tyler office operates. Under the San Antonio branch, a sales office has been opened at Austin, headed by Hubert A. Buchanan, associate manager at San Antonio.

The sales offices at Abilene and Beaumont, which come under Ft. Worth and Houston branches, respectively, have been moved to larger quarters.

Grannis Milwaukee General Agent for Minn. Mutual

J. Douglas Grannis has been appointed general agent in Milwaukee and vicinity for Minnesota Mutual Life.

A 34-year life insurance veteran, Mr. Grannis formerly was with Massachusetts Mutual Life as a general agent at St. Paul and with Penn Mutual Life as general agent in both Cincinnati and Milwaukee. An army veteran, he is a past-president of Milwaukee Life Underwriters Assn. and a former secretary of Milwaukee General Agents & Managers Assn.

To Fete Past Presidents

The 22 past presidents of Milwaukee Assn. of Life Underwriters will be honored at the opening luncheon meeting Sept. 2 at which Clyde Coffel, Phoenix Mutual Life, will be installed as president to succeed William H. Froehlich, Occidental Life of California.

Past President A. Jack Nussbaum, Massachusetts Mutual, an NALU trustee, will present an honorary gavel and certificate of appreciation to each past president. Walter Weissinger, another past president and now field vice-president of New York Life, will speak.

FIDELITY

A WELL-BALANCED COMPANY



Family Counselor . . .

The Life Underwriter helps in the making of plans for the welfare and security of the family.

Fidelity is proud of its life underwriters and family counselors and of the great job they are doing in the field.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Advancement Leadership Cooperation

American Life Convention for 48 years has worked for the *advancement* of the life insurance business as a social and economic service.

In *cooperation* with other life insurance organizations, ALC promotes public confidence and mutual understanding among home offices, field forces, and policyholders.

Life of Georgia and other member companies benefit greatly from ALC's *leadership* in research and study of the life insurance business.

LIFE Insurance Company of GEORGIA



INSURES THE SOUTH • SINCE 1891

HOME OFFICE ATLANTA

OVER A BILLION DOLLARS LIFE INSURANCE IN FORCE

a tingle of excitement



Whenever American United Life's representatives gather for training, regional or field club meetings, you will find an undercurrent of excitement present—a feeling of high morale—the thrill of teamwork accomplishment. This highly satisfactory situation is the result of complete understanding between home office and the field.

As far as American United is concerned, no one group has a corner on brains. The secret of sales success lies in the exchange of sales ideas; in letting these sales ideals trickle up from the field and filter down from the home office. Making "sales management" a two-way street builds better sales tools, better men and better business.

And this philosophy accounts for the tingle of excitement: all of us may take credit for the record-breaking volume of *good* business each succeeding year sees added to American United Life's books.

Assets over \$100 millions, insurance in force over \$550 millions



AMERICAN UNITED LIFE INSURANCE COMPANY

Home Office, Fall Creek Parkway at Meridian Street
Indianapolis, Indiana

DON'T WORK HARDER—WORK SMARTER



The Bankers Mutual Simplified Selling System will bring you greater sales results with the same amount of time and effort you are now expending. Don't take our word for it, investigate this yourself.

RIDING ON A.I.R.* . . . will pay you more for the business you produce than you will believe possible until you give us an opportunity to show you what you can do under our agency agreement.

* Automatic Increasing Remunerator Contract

PLUS . . .

PERSISTENCY BONUS, LIFETIME RENEWALS, FREE VACATION, INCENTIVE CONTESTS, and PRODUCTION CLUBS.

A.I.R. is available in Illinois, Michigan and Missouri. Write today in confidence for full details to Herbert Jensen, Agency Vice President.

Bankers Mutual Life Insurance Company

LOUIS FAUSER, President

HOME OFFICE FREEPORT, ILLINOIS

An Old Line Mutual Legal Reserve Life Insurance Company



THERE WILL BE 6,000 AMBITIOUS LIFE UNDERWRITERS ENROLLING FOR C.L.U. CLASSES THIS FALL.

WILL YOU BE ONE OF THEM?



In 1952, a Silver Anniversary Survey was made by the Chartered Life Underwriters. Let's look at some success facts.

Over 3,750 of your fellow underwriters now proudly hold the coveted C.L.U. designation. Most are working full time as life underwriters, making a career of selling and servicing life insurance. They have gained the confidence and poise of recognized professional men.

94% have made life insurance their lifetime career.

3 out of 4 have remained with the same company since getting their designation.

The median production of the C.L.U. ordinary underwriter in 1951 was \$400,000 of ordinary insurance. 11% sold more than \$1,000,000.

While preparing for C.L.U. exams, most C.L.U.'s increased their incomes. They attributed these increases to their studies.

From the sales of life insurance alone, the median income of the C.L.U. was \$9,500 in 1951.

As a group:	4%	earned more than	\$34,000
	8%	" " "	26,000
	18%	" " "	18,000
	46%	" " "	10,000

New York Life Insurance Company fully supports the American College of Life Underwriters and encourages its field representatives and employees to study the C.L.U. courses. In fact, almost 300 NYLIC agents, employees and officers are C.L.U.'s and 450 more took examinations this year.

The five parts of the C.L.U. studies will help you obtain a broader knowledge and deeper understanding of life underwriting. Check any one or more of the courses which you think might be helpful to you.

- ☐ Life Insurance Fundamentals.
- ☐ Economics, Government and Social Problems.
- ☐ Business Law, Wills, Trusts and Estates, Taxation and Business Insurance.
- ☐ Finance, including Investments, Corporation Finance, Banking and Credit.
- ☐ Comprehensive Life Underwriting — a summary of life underwriting practice fitted into the practical pattern everyday life insurance problems, both personal and business. (This is the last examination to be taken.)

If you want information on enrollment for this year, contact the President of the nearest C.L.U. chapter or some C.L.U. in your community; call your local Life Underwriters' Association, or write to the American College of Life Underwriters, 3924 Walnut Street, Philadelphia 4, Pennsylvania.



NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, New York